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YUKON AND THE NORTHWEST TERRITORIES:  
A FEATURE REPORT  
EDDIE GRUBEN: INVESTING IN THE FUTURE  
FLYING HIGH!  
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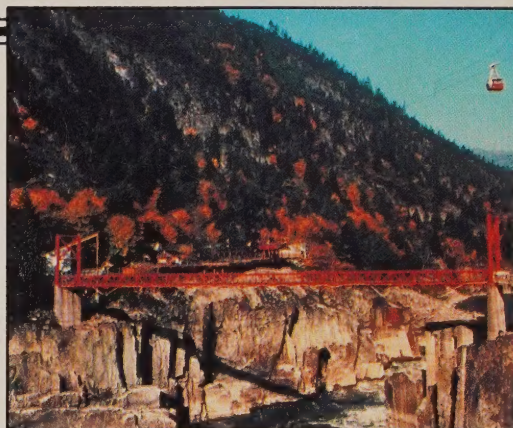
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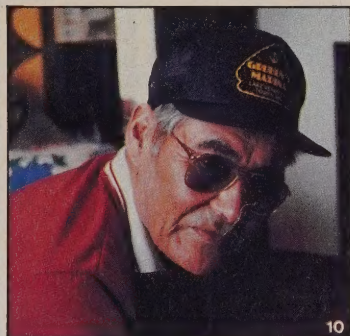
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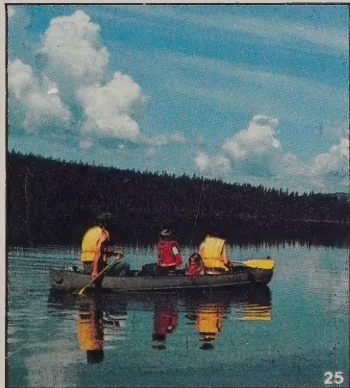
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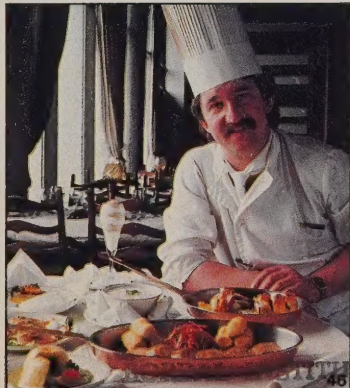
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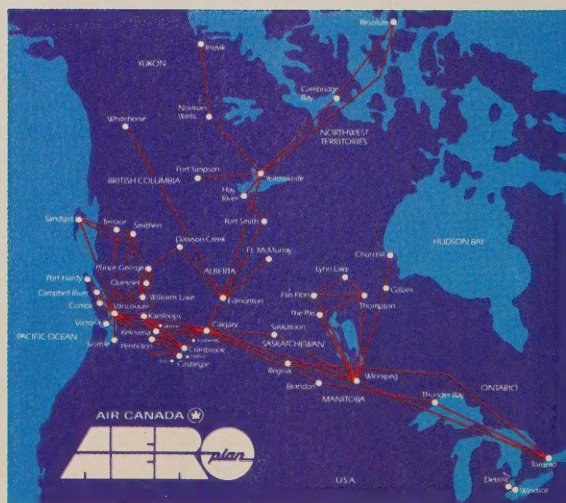
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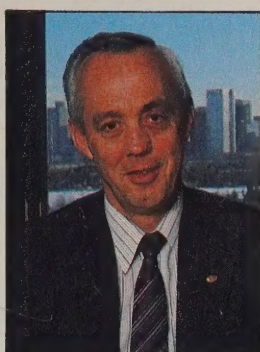




Northern Canada is heading for some very exciting times, and we are proud to be a part of this. By way of a guest editorial, I take pleasure in introducing to you Mr. Kenneth Gray, Chairman of the Board, Northern Air Transport Association and Vice-President Central Region Pacific Western Airlines.

**RHYS. T. EATON**

*President and Chief Executive Officer  
Pacific Western Airlines*



Aviation within the Northwest Territories and Yukon is as vital to its residents as the automobile is to those in southern Canada.

In recognition of the vital role of aviation in northern Canada, the Northern Air Transport Association was founded on December 8, 1977 by a group of dedicated entrepreneurs recognizing the need for a unified voice in dealing with all levels of government and agencies. The founding president, Robert P. Engle (president of Northwest Territorial Airways Ltd.), has been in the northern aviation world for many years, and continues to be extremely active as a director of the Association. Dedicated northern volunteers

such as Mike Zubko from Inuvik, Robert O'Connor from Yellowknife, and Alex Kapy from Whitehorse, made up a part of the executive in forming the Association.

Today the Northern Air Transport Association represents approximately 85 per cent of the commercial aviation operators within the Northwest Territories and Yukon — covering an area of approximately 1.3 million square miles, or one-third of all of Canada — and has become a very active and recognized voice for the industry and consumers in the north.

The Northern Air Transport Association enjoys an excellent working relationship with the Air Transport Association of Canada of which it is a member, as are they of our Association.

Our Association enjoys an excellent rapport with the various levels of government, Transport Canada, and the Canadian Transport Commission, whose co-operation, understanding and support continue to complement our endeavours to the benefit of all aviation and the consumer.

With the rapid changes taking place in our industry, we feel confident that all concerned will benefit through the strength which the Association has developed from its inception by the original founders.

**KENNETH E. GRAY**

*Chairman of the Board  
Northern Air Transport Association  
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# WESTERN PERSPECTIVE



Vince Fedoroff

## Dressing up in history

Whatever a visitor to Dawson City expects — somewhere in the comfortable clutter of old and new places, people and periods — they'll probably find it. What most don't expect, though, is a unique couturier store, circa 1898.

*Lipstick Lou's*, purveyors of quality ladies and gentlemen's garments and accessories, was the first retail store to open in Madame Tremblay's store, one of Dawson's renovated historic buildings.

Lou, alias Debbie Winston, laughingly recalls some of the questions visitors have asked. Such queries as "Are you really sewing things or are you just paid to look like it?" or "Are you making clothes to wear or just to hang?" are understandable, when the surroundings are taken into account.

Bolts of elegant fabric are piled on antique, candy-cane legged tables. Haphazard heaps of shiny ribbons and fragile laces spill over shelves, plumey feathers and delicate silk fans are displayed with shimmering silk flowers and frothy boas. Dressmaker dummies wearing authentic period costumes fill shadowy corners. The atmosphere of Victorian serenity is enhanced by gleaming brass lamps and hanging baskets of ferns.

The store fittings are also authentic. Fat rolls of brown paper unwind from brass racks and a huge ball of string hangs in a brass cage. Ancient wood and wrought

iron-based sewing machines serve as display tables, as does a battered, silk-lined steamer trunk, currently festooned with gossamer lace blouses.

The illusion of a show piece is heightened by the elegant period costumes worn by Debbie Winston, and her assistants. These costumes are part of the leasing arrangement with Parks Canada who acquired the shuttered, two storey building in 1976 and renovated it, using the original drawings. Madame Tremblay opened her store in Dawson's heyday, catering to the 20,000 or more residents who had climbed and clawed their way over the Chilkoot Pass in search of Klondike gold. The store was the good madame's own gold mine, although stories of Parisienne gowns and millinery have been exaggerated. The store sold mostly ribbons, lace and sewing notions.

Winston began designing and making 1898 costumes in 1970 for the Frantic Follies, a boisterous vaudeville flavoured revue she once partly owned. Now she concentrates her considerable energy on *Lipstick Lou's*. Winston has stacks of books and catalogues illustrating period costumes, but she is firm about her creations. "I will not mix periods. I don't like to make a skirt from one era with sleeves or something from another." All her ball gowns are in two pieces, as were Victorian ones — the average evening bodice has 15 pieces.

*Lipstick Lou's* ball gowns cost "about \$500," and she has a backlog of orders. She creates many of the gorgeous gowns for the Commissioners Ball, the highlight of the Yukon social scene in Dawson each June. Winston also designs and makes costumes for several Canadian heritage festivals and fills other requests from outside for period costumes. As well, she is always busy working on *Rendezvous* costumes. *Rendezvous* is a week long carnival — held each February in Whitehorse — celebrating the beginning of the end of the winter. Most of the population dresses up during *Rendezvous*, especially for the Queen's Ball.

All of Winston's business isn't for women, though. Custom-made men's shirts are a store speciality and she makes impeccably tailored frock coats, trousers and waistcoats. Winston plans to begin a rental stock for men and women — but as yet she hasn't had time.

*Lipstick Lou's* windows — overlooking the raised wooden boardwalk — are filled with antiques, or reproductions of items sold in the store long ago. Parks Canada people scoured the countryside to find these beautiful items. Soft leather gloves, lace stockings, tiny ornate silver sewing scissors, chased leather needle cases,



Vince Fedoroff

silver button hooks for dresses and glove buttons jostle for attention with ostrich feather fans, jet beaded evening bags and sheer lace jabots. The antique hat pins are long and sharp enough to be declared dangerous weapons, and tiny, gold monocles delight the eye.

Despite the fragility of their accessories, Klondike beauties appear to have been sturdy damsels. Winston cherishes a moldering dressmakers bust — measurements 41-25-44 — dated September, 1898. The 41 and 44 parts were achieved with the help of whalebone corsets, often laced so tightly their wearers fainted.

Browsers in the store, lost in the silken elegance of earlier times, are abruptly jolted back to the utilitarian present by a harried tourist rushing in and breathlessly asking, "Do you have a pattern for a polar bear?"

*Lipstick Lou* doesn't, not even an 1898 polar bear. □

— Anne Templeman-Kluit

## Mrs. Gideon's Ghost

The Caribou Hotel is better known for its parrots than its ghosts, but on the hotel's third floor, Mrs. Gideon's ghost must feel perfectly at home, surrounded by mementos of an earlier era. But nobody knows if she had a parrot for company because in 35 years, no one had gone up there to find out.

The Caribou is the oldest standing hotel in the Yukon. The building — which replaces the original hotel destroyed by fire



# WESTERN PERSPECTIVE

on Christmas Eve, 1909 — is rumoured to have been dragged 20 kilometres over the ice, intact, from the old gold mining camp of Conrad, just eight kilometres north of the B.C. border. Whether built in Carcross or Conrad, the hotel is about to undergo a facelift, and the owners are a little concerned about the reaction of the hotel's very own ghost, Mrs. Gideon.

This doughty lady ran the hotel from 1911 to 1933. She died in the owners suite on the hotel's second floor. Legend has it that her husband promised Mrs. Gideon on her deathbed never to sell the building — a promise he promptly broke.

The new owners began to hear of strange happenings on the third floor of the hotel from guests who refused to sleep there. Finally, after spending a night on the third floor themselves, the owners emerged shaken and speechless. They promptly closed off the floor, and so it has remained for the past 35 years — the sole domain of Mrs. Gideon.

Bob Olsen, who acquired the hotel from his father Ray, in 1982, says Mrs. Gideon has been described as a "little bit of a thing who kept a pail of water beside her in the bar to quell disputes before they got out of hand."

There is no pail on the third floor, but what does remain in the unheated, unlit rooms is a treasure trove of antiques. Eventually, Olsen plans to renovate the entire hotel, using the antiques to furnish the guest rooms.

But first he has to correct the building's definite list to starboard. "There are no foundations," explains Olsen. "The hotel rests on a bunch of old beams, which are just laid on sand. First we have to raise the building and put in proper foundations, then we start on the rest."

The 'rest' is a herculean task which includes stripping the many brass beds (painted hurriedly and horribly black or turquoise), refinishing solid oak dressers whose brass fittings are tarnished and mirrors are cracked. Brass standard lamps, their silk tasselled shades in tatters, need rewiring and cleaning. Thin walls bulge with balloons of damp. Paint hangs from the walls in strips and the high narrow windows are coated with years of dirt. The original flowered linoleum is worn through to its base, and the bathrooms "are awful," Olsen says grimly.

Carcross, a contraction of Caribou Crossing, is only 75 kilometres from Whitehorse. Hiking, canoeing, cross-country skiing, the 'Lake Bennett yacht club,' fishing, sky diving and folk festivals are some of the activities which attract visitors to this tiny town of 300 residents. But until recently the town's best known, and most colorful attractions were the parrots.



Vince Fedoroff

Polly I became a full-time resident of the Caribou Hotel in 1919 when his owner, Captain Alexander, drowned with all 343 passengers — the cream of Yukon society — when his ship, the Princess Sophia, went down out of Skagway. When Mrs. Gideon inherited Polly, she persuaded him to modify his language and cut down on his alcohol intake.

When Polly died in 1972 at the ripe old age of 125, his death received national coverage. He now lies in the Carcross Cemetery — a bronze plaque marking his grave.

Polly I was succeeded by Polly II, who died in 1980. Polly II's companions included Scarlett O'Hara — a macaw whose bite was just as bad as his squawk — and Poko and Ombre, small green Amazon parrots.

In 1981 a film crew spent a week at the hotel, filming scenes from *Never Cry Wolf*, the story of Farley Mowat's book which recounts his study of wolves 30 years ago in the Northwest Territories. Unfortunately scenes from the hotel — featuring Farley Mowat as the barman — ended up on the cutting room floor but Carcross residents still say that watching the filming was the best entertainment they've had to date.

The very best entertainment may be yet to come, when Mrs. Gideon makes known her undoubted displeasure at the sweeping renovations planned for her beloved hotel. □

— Anne Tempelman—Kluit

## Music to the ears

Dr. Shinichi Suzuki of Japan is coming to Edmonton!

The seventh Suzuki International Conference, in Edmonton from August 17 to

21, 1985, features violin instruction by Dr. Shinichi Suzuki.

Suzuki, 84, developed a successful teaching method which is used worldwide by the International Suzuki Association and in Edmonton by the Society for Talent Education.

He has perfected and taught the *Suzuki Method* for 40 years. But it still rests on two basic principles.

1) Suzuki has written that, "Every child, except a baby one day old, is what he is because of what he has been taught."

He sees universal proof of this principle in the learning of speech. "All children throughout the world are educated to speak their native languages with the utmost fluency."

Suzuki therefore concludes that, "Any child is able to develop highly superior abilities if only the correct methods are used in training and developing them."

Just as verbal skills are learned through listening, so too are musical skills. Thus, Suzuki insists people are not born with an ear for music, any more than they are born with an ear for Japanese or English language. "An ear for music is something which has to be acquired by listening, and the sooner this is begun the more effective it will be."

2) Suzuki's second principle is that of mastery: "From the very beginning, every step must be thoroughly mastered."

Students should not jump from one piece to the next. That only expands a repertoire of mediocrity. Rather, they should master one piece to the full extent of their skill before progressing to a more difficult piece.

Then, as they develop their skill levels on more difficult compositions, they should return to their first pieces and play them with ever-greater skill.

At all times, the Suzuki method is taught in a non-competitive atmosphere, with emphasis on group play.

Dr. Suzuki, assisted by four other master teachers at the Suzuki Conference, will teach students directly, will advise the teachers of the Talent Education Society on instructional methods, and will speak to parents about home practice. Over 1500 participants are expected from around the world.

The conference, sited at the University of Alberta, includes student and teacher recitals and concerts, and a public concert on August 18 with student and guest performers.

The Edmonton Society for Talent Education, founded in 1965, provides violin, viola and cello instruction to 260 students — ages four years and up — following the mother-tongue approach to music developed by Dr. Suzuki. □



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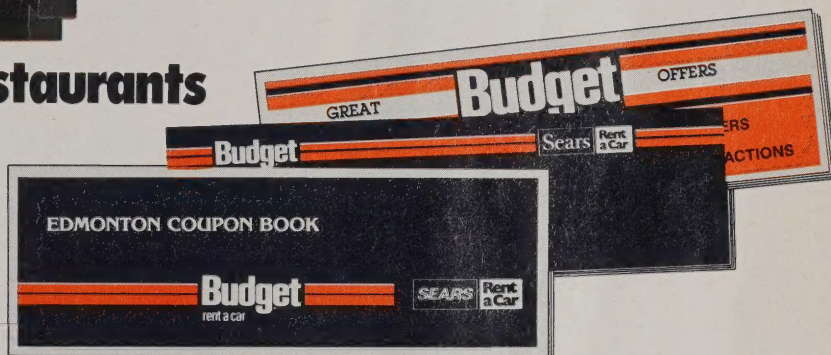
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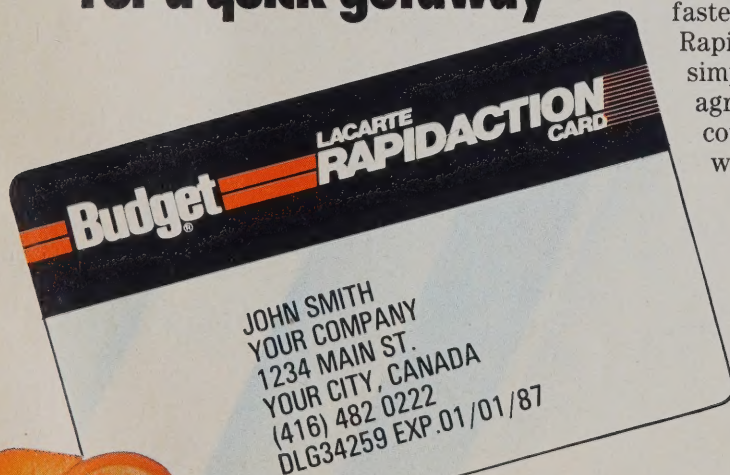
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# EDDIE GRUBEN: Investing in the Future

*The north's first Eskimo millionaire started from nothing to build an Arctic dynasty with business interests ranging from road construction to fishing lodges.*

by Sandra Souchotte

*"My son and I were way out in the bush trapping and on the way back we crossed Eskimo Lake. This day was so cold and the dogs were so weak from a long trip when all of a sudden I saw some snowmobile tracks in the snow. I just stood there looking at the tracks and thinking. Human beings like me, if they can travel in comfort I can do it too."*

In the late 1950s when Eddie Gruben first saw those tracks in the snow, the area around his home community of Tuktoyaktuk — located on the edge of the Beaufort Sea in the Northwest Territories — was still isolated and undeveloped. It would be hard to think of a place with less potential for business enterprise. The tracks were made by machines trekking back and forth along the chain of Distant Early Warning (DEW) Line sites constructed by the American defense department across the Canadian Arctic. One of those sites was built on the outskirts of Tuktoyaktuk. That was the beginning. A decade later when oil and gas companies intensified their search for the untapped hydrocarbons of the Beaufort Sea region, Eddie Gruben was already in business.

Gruben took over 400 white fox pelts the year he stared hard at the machine tracks streaking across the white wilderness around him and prices were good. He bought a new snowmobile with his fur profits and had it shipped to Tuk by barge. He didn't know how to drive the machine when it arrived but he learned quickly. That spring Hunt Oil from Texas came north to do seismic work and hired Gruben as a guide. He earned over \$5000 and bought an old pickup truck which he also used as a taxi. He made

enough money on the taxi service to buy another second hand truck — renting it out to the government department of Energy, Mines and Resources which has an operations base in Tuk. Before long Gruben was able to buy another snowmobile, this one from a Crown assets sale of used equipment. There was enough government work to keep him and his equipment busy. Geologists working for the Polar Continental Shelf Project were active in the area studying the movement of ice, and other government studies and construction projects were starting up. Then came another revelation.

The government was building the community's first school and as Gruben watched the construction work he noticed that someone with an old dump truck was back and forth with a load about every 10 minutes. "Finally I went over and asked him how much he got for a load and he said \$15. I decided I had to get a dump truck too."

In keeping with his own instinctive policy to reinvest assets and keep expanding, Gruben acquired a second hand dump truck, then a new one with money earned from the first, then three additional second hand ones. By the late sixties he had enough money to buy four new trucks and Eddie Gruben Transport Ltd. was no longer a small-time company in the middle of nowhere. Gruben delights in telling the story of his next expansion.

Realizing that it would be more profitable to have his own loader and cat, instead of renting them from the hamlet as needed, he went to Edmonton to see what he could pick up. He walked into R. Angus Alberta Ltd. and explained that he needed a good second hand loader and a good second hand cat. They had a cat for \$72,000 and a loader for \$52,000 says



Gruben, and asked how he wished to finance the purchase. Gruben then produced a bank draft from his pocket and paid the lump sum.

"That was money I had in the bank but I still had more. Today, they are still laughing over that. It was the first time they had ever seen a guy with no down payment who paid the whole shot. And I've still got those two machines here," he says, gesturing to the motley collection of vehicles and hauling equipment visible from the living room window of his large log home in the centre of Tuktoyaktuk. "And I never borrowed a red cent from the government to get my business started," he adds proudly.

Today, Gruben Transport includes about nine cats, eight loaders and a couple of big cranes, as well as assorted large trucks, an aging bombardier and a yellow school bus which dates back to one of his early sidelines — driving tourists around Tuk and spinning stories as he pointed out the sights.

Gruben, himself, has become one of the local attractions and increasingly, visitors want to meet him and hear how he started from nothing to become the north's first Eskimo millionaire. But he hates giving interviews. Once started, however, he displays an ingenuous honesty. I probably shouldn't tell you these things but, yes, the business is worth several million, he says, and there's several million in the bank as well.

The money in his savings account is reserved for his grandchildren, about 37 of them plus one great grandchild. Gruben has seven children and plans to leave the business to his two sons, Bobbie, 42, and James, 27. He also depends heavily on his business manager, Russell Newmerk — whom he views more as an adopted son than an employee. Newmerk, a New Yorker, arrived in Tuk on a canoe trip 10 years ago. A graduate sociologist, he stayed to work for Gruben and became an entrepreneur. Most of the children and the various sons-in-law are connected with the business in some way or with the Eskimo Lake Fishing Lodge, about 25 air miles from Tuk, which Gruben also owns. The family is a kind of Arctic dynasty — large, diverse, racially mixed, loyal and well provided for. They have everything that Eddie Gruben didn't have when he was a kid.

Eddie Gruben's father, John Gruben, was a white sailor/adventurer from the States. He came north as a Hudson's Bay manager at the old whaling and hunting camp of Kittigazuit, about 18 miles further up the coast from Tuk. He married an Inuvialuit (Inuit from the Mackenzie Delta) woman and had four children. Eddie was given up for adoption at birth — a common practice among native families — to an Inuit couple in Tuk. Strangely, the tiny house where he grew up was once right in the centre of his present spacious home, prominently located at the base of

a pingo — the ice cored hills created by the heaving of permafrost which dot the area. His adoptive parents were very poor and his father died while Eddie was a child, harsh facts of life which he, like many others, took for granted at the time.

"We were so poor there were times when I would get up and there was nothing to eat, not a morsel of food in the house. There was a post right on top of the hill and I used to set a trap on it and every morning when I got up there was an ookpik flapping his wings in the trap. I'd take that home and my mother would cook it. I still wonder today how we didn't starve."

Despite the poverty, Gruben has happy memories of his childhood. Being poor did not make him want to be rich. Instead, it fostered independence for success which made him first an excellent hunter and next, a great businessman. As Dick Hill, former mayor of Inuvik and a long time northerner, points out, "He didn't change but the opportunities changed



Sandra Souchoite

around him." Gruben was able to make the transition from a hunting and trapping lifestyle to the modern day business world because he was good at *whatever* he did and because he was willing to try something new. He also knew how to listen. And one of the people to whom he listened was former Prime Minister, Pierre Trudeau.

Shortly after Trudeau first became Prime Minister, he visited Tuk and was introduced to Eddie Gruben. The two ended up sitting on top of the pingo — just above the spot where Gruben later built his house — gazing across the empty landscape to a new vision of Tuk. As he remembers the conversation Trudeau said: "You might as well get prepared because Tuk is going to grow so fast and there is going to be a lot of work. Just wait 10 or 15 years, Eddie, you'll never recognize Tuk." Gruben didn't say much at the time but the conversation reinforced his growing inclination to dream big and his determination never to work for someone else. The latter decision stemmed from listen-

ing to quite a different conversation.

When he was about 17 or 18, Gruben worked at odd jobs for the Hudson's Bay company in between fishing and hunting. One of the jobs included unloading the annual cargo of goods brought in by stern wheeler. The pay was 50 cents an hour and one day while Gruben was lined up with others to collect his wages he overheard the mate asking to speak to the captain. "Just a minute I have to pay off these bloody Eskimos," said the captain. Gruben never worked as a labourer again and he was ready for whatever opportunity would make him his own boss.

As the opportunities increased, Gruben prospered. Business came from every area — from the government, from oil companies and eventually, from the Inuvialuit Development Corporation. This organization was formed after the Committee for Original People's Entitlement (COPE) signed a land claims agreement-in-principle with the federal government in 1978 and received a 10 million dollar advance on a future settlement. Eddie Gruben was one of the signators to a final agreement signed June 5, 1984. This agreement gives the Inuvialuit title to 91,000 square kilometres of land plus surface and subsurface rights to another 11,000 square kilometres. It also gives the Inuvialuit Lands Administration (ILA) responsibility for issuing land use permits to exploration companies working in the Delta area, an authority which places increased pressure on the companies to contract out work to Inuvialuit businesses.

This has been a profitable year all round. Both Esso and Gulf have reported significant oil finds and E. Gruben Transport Ltd. now has lucrative contracts worth about \$830,000 with Esso.

The company has other contracts with Beaudril (Gulf Canada's drilling subsidiary), Shell Seismic and the territorial government carrying on with what it has always done but on a larger scale — renting out heavy equipment, building roads, moving houses and hauling gravel. The gravel work comprises a major portion of the business. Gruben pays one dollar a yard for gravel and when he hauls it from pits around Tuk, he charges about \$10.50 a yard. Gravel from another pit about 60 miles from Tuk costs the buyer \$27 a yard.

The company employs anywhere from 40 to 100 people of which at least half are native people from Tuk and small communities in the Delta region. The rest are from throughout Canada. Because of the work opportunities which he generates locally, some people view Eddie Gruben as the backbone of Tuk. But others, such as Dick Hill, say his greatest contribution is as a role model. "He's proved that an Eskimo with no education can be a millionaire."

Gruben admits that people are always coming to him for advice and that others have tried to compete in business. He's watched them borrow money from the



bank and go broke. "As soon as they saw the money coming in, they would start charging things, going for holidays. They'd forget about paying their bills and income tax." His secret: "Learn how to use the money and if you spend it, spend it where it's going to make money for you."

Gruben has always been a man of few luxuries. Last summer, when Russell Newmerk took him home to visit his family in Long Island they went shopping in New York city. Gruben managed to buy a T-shirt. His only indulgence is the house on the hill in Tuk.

Built of thick timber from stands along the Liard River, 900 miles away, the two storey log house cost over \$250,000 in 1978. Apart from the Dew Line site, this house is the town's most prominent landmark. It seems to be Gruben's only concession to vanity. Even so, it has an open door policy — for family, friends, strangers, the humble and the famous.

Inside, the house is a cheerful mixture of typical middle class furnishings, corner store bric a brac and northern artifacts. Caribou and musk ox heads, stuffed wolverine, marten, whalebone carvings and a cribbage board, made from a million year old, yellowed ivory mammoth tusk found nearby, form a feature attraction on one side of the living room. Upstairs, the main room is dominated by Gruben's only other indulgence — a pool table.

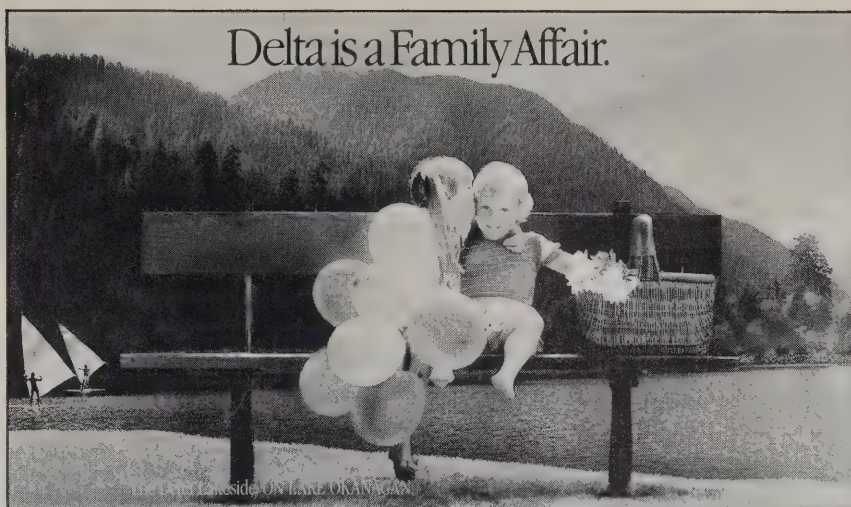
Tired of talking about himself, he eyes the table. "I'll tell you the secret of success," he says. "It's a woman. If I didn't have a real good woman I probably wouldn't have what I have today." Married to his wife, Alice, in 1940, he is still as smitten as when he first saw her — falling in love instantly. Alice is recovering in an Edmonton hospital from a recent heart attack which almost killed her. Gruben found her passed out and squeezed her in a bear hug to get her heart going again. It seems he has always known how to take charge.

The only event which has ever really fazed him was making a will (just a few months ago) and getting a glimpse of his own mortality. He walks over to the table and picks up a pool cue, gesturing to an almost son-in-law, Ken Brink, who runs the fishing lodge.

Now 65 years old and semi-retired, Gruben says he's not ambitious any longer. In fact, he will probably just sit back and watch Tuk grow for the next 10 years as the oil and gas conglomerates begin the process of extracting the resources which have lured them north for so long.

"I can see it. Tuk is going to be twice the size. They'll keep finding oil. And maybe next year, build a pipeline. They'll want to use every piece of equipment that I have. But it doesn't matter how big of a job, we can do it now." He has run out of talk and the pool game is winding down. It looks like Eddie's won again.

□



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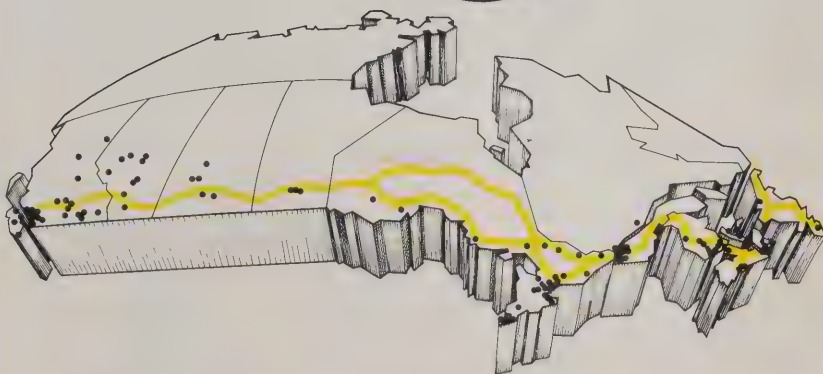
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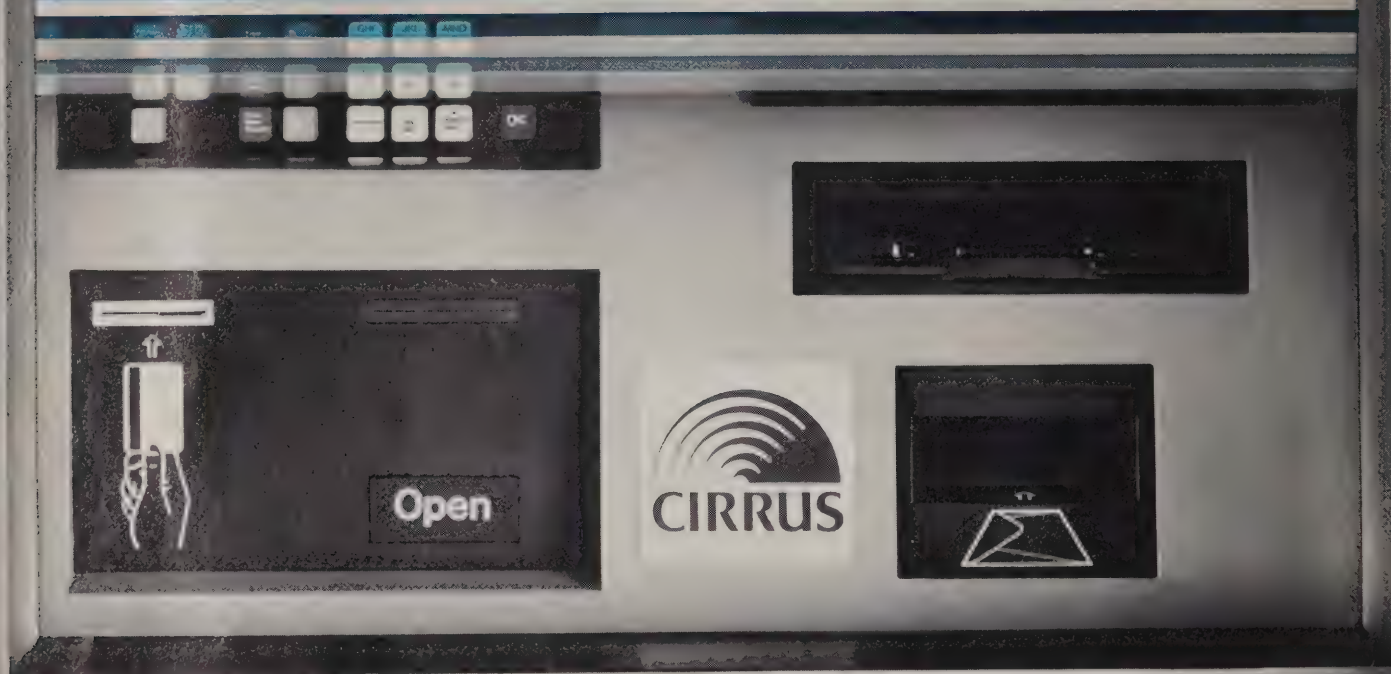


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# SELLING WITH SUCCESS

by Clair Marcus

Meet Peter H. Thomas, supersalesman. "I love selling," he says. "If I wasn't here talking to you, I'd be out selling."

In a way, he *is* selling because we are discussing his first book, **Windows of Opportunity: 21 Steps to Successful Selling** (160 pages, hardcover, \$16.95. Key Porter Books: Toronto), which he considers the best sales tool anyone could own. While it is a basic self-help text for anyone in or about to enter the sales field, and worth studying, the philosophy expounded could be usefully applied by anyone.

One of the first lessons in the book is that selling is simply another term for human interaction.

"Everyone is involved in the business of selling," Thomas says. "The book is a road map. It opens up the profession of selling, and more than that, of the need to sell yourself. If you're going to be successful in life as a writer, a surgeon, a housewife, or an astronaut, you've got to sell yourself."

In **Windows of Opportunity**, Thomas offers his tried 21 steps to successful selling, all based on his five basic concepts of selling — Prospecting, Setting the Stage, Your Presentation, The Close, and After Sales Service. The steps include the how-to of making appointments, getting ready for them, and making them work; how to overcome objections with confidence; and how to handle the *cold call*, which Thomas maintains is one of the toughest techniques in selling. "If you make 18 cold calls a day and make three presentations, you will make one sale," he promises. "That's guaranteed, and in almost any business, one sale a day will make you a success."

Thomas's book also includes advice on how to put a customer at ease, how to close sales successfully, and how to build a client list and plan a rewarding career.

"Every step counts," Thomas insists. "That's the selling cycle that has to happen in every human encounter, whether it's an exchange of words, an exchange of services, or an exchange of products."

In 1974, Thomas founded Century 21, Canada's largest real estate franchise operation, which now grosses more than three billion dollars annually. He also established Triexcellence of Canada, Inc.

— Triex for short — to put used car sales in the big franchise league, and last fall he launched the Canadian version of the Mr. Build franchise chain for independent contractors in the home-maintenance and renovation fields.

Like the real estate franchise, the Triex and Mr. Build ideas are borrowed from California. Not exactly borrowed, of course, because Thomas purchased the Canadian region rights. Thomas began moving in this direction while in Hawaii at a Young Presidents' Organization convention, where he heard about the Century 21 concept developed by Art Bartlett, a Los Angeles real estate broker. Thomas flew to Los Angeles at once and met Bartlett the next morning to swing a deal for the Canadian market. At \$100,000, he calls it "the bargain of a lifetime."

He is still working hard to develop the Triex franchise company, which has a growing list of dealerships from coast to coast and a head office in Richmond, B.C. Instead of the Century 21 gold jackets, Triex staff wear green blazers.

"I think, live, breathe and eat Triex," he admits. "People perceive used cars as having no integrity, as 'Would you buy a used car from this man?' I intend to turn that around to 'Yes, I would buy a used car from this man.'"

He intends to change this perception by discipline and careful selection of the dealers who buy into the concept. Franchises are sold only to new car dealers who have the facilities to do repairs and warranty work on used cars. "We're selling a first class service," Thomas says.

Thomas knows there is no short-cut to success. Born in England in 1938, he moved to Perryvale in northern Alberta with his parents in 1946. At 15, he joined the Canadian Army and, after seven years as a clerk and service corpsman, left with a Grade 12 education. He found odd jobs and in 1962 married Donna Cotton, a Calgarian. Two years later he began his first job as a salesman with First Investors Corp., owned by the Principal Group of Edmonton.

He soon began to study the link between the art of communicating and the science of selling and found few people or books dealing with the psychology of sell-

ing. "Certainly, there were books and courses that dealt with the *how to*, but I was more interested in the *why*. The need for that kind of information is one reason why he wrote his book, **Windows of Opportunity**."

Thomas apparently discovered the *why* quickly because he broke every company sales record during his five years in that first selling job. Later, as a real estate salesman, he earned many commissions in excess of \$100,000 — the largest single commission being \$325,000. After forming his own investment company in 1968, he built it into one of the major real estate corporations in North America.

Thomas, at 45, still has a ways to go towards his life goal of being worth \$100 million by the time he is 50. He's not doing badly, however, with a penthouse suite in Victoria's Harbour Towers Hotel, numerous expensive cars for wheeling around town, and an \$800,000 Piper Cheyenne turboprop for fast transport to business appointments.

Thomas believes in setting priorities and goals and, in his book, encourages would-be successful others to do the same. Writing a book was one of Thomas's goals for 1981 and, in a typically organized fashion, he set aside Mondays for the project. The book had been in his mind for some time but writing it took him two years. When it was done, Thomas took the manuscript to Toronto and presented it in person to Anna Porter, publisher of Key Porter Books. ("Never mail a manuscript," he advises.)

"The book is a composite of about 20 years of sales meetings," Thomas says. "I've hired hundreds of sales people and I know the winners quite well. I know the losers too, and what you have to do to make it. I've never met a successful salesperson who was not first and foremost a successful human being."

That success means being able to deal with the bad days, as well. Thomas was nipped by the recession in 1981 and is carrying a \$30 million debt-load as a result of losses suffered by a company he formed with entrepreneur Nelson Skalbania. He is pulling out of the slump with his new endeavours. Thomas is also planning to write a second book. □







# FLYING HIGH!

*The internationally acclaimed Canadian Armed Forces Demonstration Team — the Snowbirds — perform incredible displays of precision aerobatics and heart stopping solo performances.*



Don Weixl

by Don Weixl

**B**omb-Burst. Concorde. Palm Tree Split. Double Diamond Roll. Sound like a fireworks display? In a way it is, but these fireworks don't fizzle out and disappear when the show is over. These are the names of some of the manoeuvres which the Canadian Armed Forces 431 Air Demonstration Team — the Snowbirds — perform in over 70 airshows across North America every year. From the Northwest Territories to Texas, the Snowbirds dazzle literally millions of spectators with incredible displays of precision aerobatics.

The official explanation for all this fun

and excitement is described by the Snowbird's Commanding Officer and Team Lead, Major D.F. (Yogi) Huyghebaert as "a means of displaying to the Canadian public the military expertise in Canada." Major Huyghebaert goes on to say, "Public support has kept the Snowbirds in existence."

The Canadian public has been behind the Snowbirds since 1971, when the team was first formed by a group of enthusiastic instructor-pilots from Canadian Forces Base, Moose Jaw, Saskatchewan. The first team members practiced in their spare time and performed at 25 airshows

during weekends throughout the year. In 1973, the Snowbirds became a full-time unit, and 1985 sees the Snowbirds celebrating their 15th anniversary with a reputation as one of the world's finest aerobatic teams.

The Snowbirds are unique in North America in that they employ a *European* style of demonstration flying. Instead of using four plane formations of fast and noisy — and expensive — fighter aircraft, the Snowbirds utilize the Canadian built and designed Canadair Tudor jet trainer — in formations of up to nine aircraft. The agile handling characteristics of the Tudor,





Each Snowbird position is unique, so that once a specific position is assigned, the pilot stays with it for his two year term. No pilot can substitute for another. This explains the rule that no Snowbird pilot partake in so-called risky activities such as snow skiing!



allow the Snowbirds' show for the most part to be kept within the show site. With the aircraft always in view, there is never a dull moment in a Snowbird performance. This type of non-stop action isn't possible with the faster but less agile fighter aircraft.

Another Snowbird trademark is the extreme closeness of the aircraft. Some formations have the pilots overlapping their wings more than one metre, with an elevation difference of only one metre! To the average airshow spectator this may seem highly dangerous but Major Huyghebaert explains, "The Snowbirds fly close together to present the professional capabilities of the Canadian Military. It is definitely not dangerous."

All the manoeuvres performed by the Snowbirds are taught to every Canadian Forces pilot during basic training at Canadian Forces Base, Moose Jaw. The only difference being that the Snowbirds perform in very close formation.

The 1985 Snowbird show features several changes and new manoeuvres. The 25 minute program opens with the famous closely spaced nine plane formation flying a series of loops, rolls and splits. The two solo pilots then break away and carry out a series of opposing passes and loops. During the passes, the two solos appear to be heading on a collision course at a closing speed of over 960 k.p.h.! In fact, when the two solos cross at show centre, they are just over five metres apart.

A new solo manoeuvre for 1985 — considered to be the most difficult by lead solo Captain Steve Wallace — is the *Dirty Mirror Pass*. Captain Wallace flies his Tudor upside down — three metres above the Tudor of opposing solo Captain Mike Skubicky — at minimum speed. Both planes have their landing gear down and their speed brakes out. When asked if this manoeuvre is dangerous, Captain Wallace replies, "No, but we're flying the aircraft to the absolute maximum. There is not a lot of room for error."

The remaining seven planes carry out a series of five and seven plane aerobatic manoeuvres — with some formation changes actually taking place during the pass. Although Major Huyghebaert considers all the Snowbird manoeuvres challenging, he says the five-plane line-abreast roll, and the nine-plane downward-bomb-burst have special challenges.

One aspect of the Snowbird show which is not readily apparent is the effort required by the formation and solo pilots to return to position after performing a manoeuvre. During these *rejoins*, the pilots experience some of the highest G — upwards of positive 7 and negative 3G — or gravitational forces of the show.

The tension and extensive travelling dictates that a Snowbird pilot's term is set at two years. Any longer and the pilot's performance may not be at optimum level. Each year, four or five of the Snowbird's



nine pilots are changed. Except for the team lead, the openings are filled through an extensive tryout and selection process.

The team lead position is filled by Air Command Headquarters in Winnipeg. The team lead must have previous Snowbird experience. This year's lead, Major Huygebaert, was a solo with the 1974-75 Snowbirds. Approximately 25 to 30 pilots apply annually for the four openings on the team. Any Canadian Armed Forces pilot with over 1300 hours flying time is eligible. The applicant's flying experience and superior officer's recommendations are considered in selecting eight pilots to attend a two week *fly off* — held each fall in Moose Jaw. During these two weeks, all of the pilot's qualities are scrutinized, with flying ability being the primary consideration. The actual selection is done by the returning members of the team. As well as being an outstanding formation pilot, a Snowbird pilot must handle himself well in public — as the job also involves public relations.

When asked why he applied to be a Snowbird pilot, second year outer left wing, Captain Carl Shaver simply states, "For the flying. It's a chance to hone your own talents at formation flying and to specialize." Captain Shaver adds, "A lot of people have the wrong idea of what it's like to be a Snowbird pilot. We're basically people who enjoy formation flying and have been lucky enough to be chosen."

During the selection process, each pilot is analysed to determine which position he best performs. Each position is unique, and once a position is assigned, the pilot stays with it for his two year term. No pilot can substitute for another because of this specialization. This explains the com-

manding officer's insistence that no Snowbird pilot partake in so-called risky activities such as snow skiing!

The Snowbirds are unique among major air demonstration teams in that they don't depend on a support aircraft to carry their technicians and equipment to the various show sites. The Snowbirds' 10 elite technicians are assigned to a pilot and fly alongside him — complete with tools and spare parts tucked away into every available storage space. This self sufficiency enables the Snowbirds to operate on a relatively small budget of approximately \$350,000 per year — a fraction of what other major teams spend.

The Snowbirds' schedule is selected from over 200 requests annually. The team co-ordinators plan the schedule around the major airshows such as Toronto and Abbotsford. The schedule is so drawn up to minimize back-tracking and criss-crossing of North America. Approximately 10 per cent of their scheduled appearances are in the United States. The Canadian Forces have an unwritten policy of performing in the U.S. to demonstrate Canada's military professionalism. The American military reciprocates by sending aircraft to many Canadian airshows.

So heads up and watch for that spectacular Snowbird formation. □

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### SNOWBIRDS

#### 1985 CALENDAR SCHEDULE

##### AUGUST

1 Prince George, B.C.  
Lethbridge, Alta.  
9-11 Abbotsford, B.C.  
17 Quebec, Quebec  
18 Quebec, Quebec  
20 Bouctouche, N.B.  
22 Yarmouth, N.S.  
24 CFB Greenwood, N.S.  
25 Drummondville, Quebec  
27 Tillsonburg, Ont.  
30/31 Toronto, Ont.

##### SEPTEMBER

1/2 Toronto, Ont.  
7 CFB Portage la Prairie, Man.  
8 CFB Winnipeg, Man.  
14/15 Reno, Nevada  
21/22 CFB Shearwater, N.S.  
26 NAS Patuxent River, Maryland  
28/29 Kissimmee, Florida

##### OCTOBER

2 Randolph AFB, Texas  
6 El Paso, Texas  
11 Sarnia, Ont.  
12/13 Kitchener, Ont.



# Expo Update

## NORTHERN FLAIR AT EXPO 86

George Braden, the NWT's pavilion commissioner for Expo '86, anticipates that at least two million of the estimated 13 million Expo visitors will tour the NWT's iceberg shaped pavilion, located on a prime spot on the False Creek waterfront.

The 20 metre high pyramid-like structure will be sprayed with reflective glass grains to give the impression of shimmering ice when struck by sunlight. Visitors will be able to watch demonstrations of northern games, artists and performers as well as an eight minute film on the north before walking through the exhibit area. The exhibit will lead visitors from the 60th parallel to the high Arctic and through the four seasons. The pavilion exit contains a boutique and restaurant which will serve traditional northern food including musk oxen, Arctic char, lake trout and caribou.

Pat Dixon is Expo Coordinator for Yukon. Like the NWT, this is Yukon's first large-scale participation in a World's Fair. The pavilion expects 750,000 visitors during the May to October period.

In keeping with Expo's main transportation theme, the Yukon pavilion will incorporate displays on paddlewheelers, the White Pass Railway, Klondike gold rush and native history.

The Yukon pavilion will have one of the most visually exciting entrances at Expo, Dixon says. The entire front of the pavilion is built like a stage and will contain major displays such as a full-sized bush plane suspended overhead, a steam engine, gold mining equipment and a giant paddlewheel. Yukon performers will entertain street-theatre style around the exhibits. angled mirror panels will reflect the exhibits and activity over the main concourse. A striking multi-coloured overhead curtain, designed by Yukon artist Ted Harrison, evokes images of Yukon skies and the Midnight Sun.

To learn more about EXPO 86, write EXPO INFO, P.O. Box 1800, Station A, Vancouver, British Columbia, Canada V6C 3A2. Or call: (660)3976.



# Airshow '85

*Events at the Abbotsford International Airshow proceed on a precision schedule with one dazzling display following another.*

A curious phenomenon takes place along the Trans Canada Highway near Abbotsford during the second weekend in August. Cars park on the roadside, drivers and passengers leap out, shading their eyes as they scan the skies. Excited voices call out, "There they are!" and all heads turn in the direction of the pointing arm.

"They" may be the *Snowbirds*, the Canadian Forces spectacular air demonstration team; the *Ray Ban Golds*, an aerobatic trio flying Pitts Specials; or the *Daring Damsels*, two lovely lady wing-walkers. It may even be U.S. military jets or the *Goodyear Blimp*.

The eager passengers pile in and the cars move off. Heading, no doubt, for the Abbotsford International Airshow.

Airshow '85 — running August 9, 10 and 11 — is the 24th annual show staged by the Abbotsford International Airshow Society. The Rotarians and the local Flying Club sponsored the first airshow — with a \$700 budget — for 14,000 enthusiastic people. Today the Society has a budget of \$500,000 and 100,000 people flock to the three day event.

The Airshow just keeps getting better and better, says Al Hurtubise, Society President, and he's excited about the participants the show has attracted this year. Steve Wolf will be there flying the *Curtis Samson*, Frank Ryder with his beautiful *Chipmunk*, Canadian Forces CF5 and F18, and World War II aircraft including a B17.

This year the show features two air demonstration teams. The Brazilian Air Academy team joins the *Snowbirds*, flying "Tucano" aircraft, built by Embraer.

Aviation entertainment includes championship aerobatic teams, hot air balloons, freefall and formation parachute jumps, a variety of ultralights, wing-walking and precision military jet teams. Events proceed on a precision schedule with one dazzling display following another.

To complement the excitement in the sky *The Canadian Museum of Flight and Transportation* from Surrey, B.C., displays several of the aircraft in its collection. The Variety of aircraft range from restored antiques to the world's largest aircraft, the *G-5A Galaxy*. Last year the Museum display included a *deHavilland RCAF Tiger Moth*, a *Noorduyn Norseman*

"bush" aircraft, and a *deHavilland Vampire* jet fighter — restored to its original 442 "City of Vancouver" Squadron colours.

The Society ensures that the Airshow remains basically non-commercial. Its primary goals are to stage a truly international show and to encourage public interest in aviation. In 1984, to assist in the financing of the Airshow, the Society introduced a new concept of corporate sponsorship.

"It was popular and successful," says Hurtubise. In addition to excellent thematic advertising opportunities prior to the Airshow, sponsors are recognized in the Airshow Program and by the narrator; receive complimentary passes to the Airshow, the Sponsor/President's Club Hospitality Chalet and the airshow/performer dinner dance; and have a photograph taken with the sponsored performer. The 1985 Sponsor cost is \$2500. Another donation opportunity exists, the *President's Club* at a cost of \$1250, which offers many of the same benefits.

Spectators, sponsors, and the Districts of Matsqui and Abbotsford all benefit. "Prior to and during the airshow about 1.5 million dollars is injected into the economy of the surrounding area," says Dave Johnson, Society treasurer. "Hotels and motels are booked to capacity, and all the other related tourist facilities enjoy the benefits created by the airshow. Thousands of volunteers from the lower mainland donate their time and energy for this annual event. All concessions are operated by service clubs and similar related organizations. They depend on the airshow each year for their financial base."

The Abbotsford show is internationally recognized as Canada's national airshow, says Johnson. and, he says, "It is well known within the airshow circuit, that if you want to stage a first class airshow then you come to Abbotsford and learn how to do it."

The Honourable Don Mazankowski, Federal Minister of Transport, officially opens the 1985 Airshow. Mazankowski is also the keynote speaker at the annual aviation banquet held this year on August 8 at the Delta River Inn in Richmond.

For more information write: Abbotsford International Airshow Society, P.O. Box 361, Abbotsford, B.C. V2S 4N9. □

— Sheila Simpson





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# THE LAST HORIZON

*Artist Ted Harrison produces canvases of rich, vivid colours which capture the essence of Yukon lands and skies.*

**W**hen Carcross schoolteacher-artist Ted Harrison held his first one-man show in Whitehorse in 1974, it sold only three paintings — to a Toronto tourist.

Last year's exhibit at the Yukon Art gallery was a somewhat different story. Buyers began lining up 13 hours before the doors opened and the exhibit was sold out within an hour.

For a bemused Ted Harrison it was becoming a familiar story. A recent Calgary show had sold out in 30 seconds. In Edmonton buyers lined up in the street for seven hours to clean out the Horizon Gallery's stock of his originals.

In the decade between the two Whitehorse shows, the artist has gone from obscurity to international fame. Paintings that might have fetched a few hundred dollars at the first show now carry price tags with an extra zero on the end.

"Sitting up here," the English-born Harrison says, "I don't realize how well known my work has become."

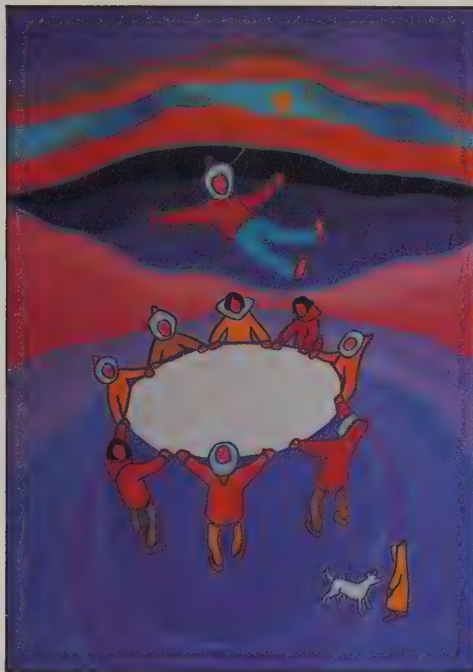
His bold, distinctive Yukon canvasses now hang in countless corporate and private collections in Canada, the U.S. (Bob Hope's wife once flew to Calgary solely to snap up a Harrison original), England, Malaya, Australia, New Zealand, South Africa, Japan, Denmark and Germany.

Relaxing in the bright, airy studio-living room of the comfortable Porter Creek home on the outskirts of Whitehorse, he remembers his first brush with the lure of Yukon: sitting in the "grimy Durham, England, mining village of Wingate" reading Jack London's *White Fang* and *Call of the Wild*.

He left art school in 1945 for three years service with the British Army's Intelligence Corps, then returned to school to pick up an Art Teachers' Diploma.

After teaching in English schools for several years, Harrison set off in 1957 for a decade of teaching in Malaya, where he met and married Scottish-born Nicky.

Ten years later he and Nicky spent a year teaching on a Cree reservation in



northern Alberta, and were then offered the only two teaching jobs in the tiny, picturesque village of Carcross, 65 kilometres south of Whitehorse.

When the telephoned offer was received, Ted had only one question: "Are there any mountains there?" He was assured there were plenty of mountains, so the pair piled into their car and headed up the Alaska Highway in the summer of 1968.

It was those mountains that would create the indelible change in the way he was to translate his world to his public.

After a lifetime of painting in the traditional representational style, he found his technique could not cope with the sweeping vastness and dazzling colours of the mountain country surrounding him.

"I first went up into those hills in late August," he says, "and I found they were dictating what colours I'd use. It was a battle of wills between me and nature. Nature won out."

He may have lost the battle but he won the war. His new style produces canvasses of rich, vivid colours that capture the essence of the Yukon lands and skies as perhaps no other artist has done.

"I simplified and threw out all my knowledge of perspective and figure drawing," he says, "and painted as if I'd never had an art lesson in my life. I had to reduce it to simple terms.

"It's all in knowing what to leave out. In my mind, the north is simple and strong.

"I've had people try to copy my style, but they fall down on the colour and they fall down on the figures," he says. "It takes years of figure drawing to be able to draw a figure simply that still looks alive, that isn't stilted."

A self-confessed "painting addict," Harrison works at his easel eight to 10 hours a day producing about 75 canvasses a year — and still has a two-year backlog of requests.

But this success was still to come when, in 1973, the Harrison family reluctantly left Carcross to assume better-paying positions in the Whitehorse school system.

By 1979, the gentle, humorous, unaffected Harrison, whose canvasses so warmly reflect his adopted homeland and himself, felt the tide of acceptance gradually swinging in his favour and, in 1981, he gave up teaching to devote all of his time to his paintings.

In the ensuing years, Harrison has become somewhat of a cult figure with his own set of sophisticated "groupies" who join the line-ups for the opening of each show.

Harrison and his works have been the subject of a National Film Board documentary, a thrice-repeated segment of CTV's W-5 show and a half-hour program on CBC-TV's Northern Service.

Visitors to Yukon's pavilion at Expo 86 will be able to experience Harrison's style first hand. A striking multi-coloured overhead "curtain" designed by this prolific artist will greet visitors and evoke images of Yukon skies and the Midnight Sun.

"The Yukon is to me what Arles and Tahiti were to Van Gogh and Gauguin. It is the last horizon of my experience . . . its influence will never be erased or forgotten wherever I may live." □

— Ron Johnson  
Canada Commerce





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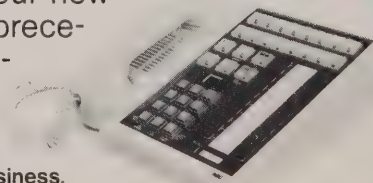
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# Yukon and the Northwest Territories

A FEATURE REPORT





# Yukon and the Northwest Territories

• BY • SANDRA • SOUCHOTTE •

The front yard of Edward Lennie's house in Inuvik, Northwest Territories symbolizes, at a glance, at least 30 years of northern development. A large satellite receiving dish attracts immediate attention. Caribou and moose antlers dot the ground and decorate the roof edge of the one storey home while a few feet away a Komatik (wooden hauling sled) and fancy red skidoo sit waiting for action. The Komatik would once have been pulled by a team of eager dogs but most hunting expeditions now start with the quick roar of a snowmobile engine. Native northerner, Edward Lennie, no longer needs to hunt and trap for a living. As the owner/operator of the town's busiest gas station, Arctic Esso, he has joined the ranks of a unique northern subculture — one that few will admit belonging to — of Arctic millionaires.

"To become a millionaire in the north you have to be a risk-taker, but the advantage of the frontier is that you've got opportunities to take risks," explains Dick Hill, former mayor of Inuvik and a businessman actively involved in the town's tourism and communications industries. "The north has a small population and high stakes but the rewards are there." These days it seems that everyone from multinational oil and gas companies exploring for hydrocarbons in the Beaufort Sea and high Arctic Islands to small businesspeople scattered throughout the NWT and Yukon are prepared to take those risks. And the risks are starting to pay off.

Don Sherwin, Director General of the Resource Evaluation Branch of COGLA (Canada Oil and Gas Lands Administration) reports that Dome, Esso and Gulf have spent four and a half billion dollars on exploration in the Beaufort Sea area over the last decade but they have also discovered about 10 trillion cubic feet of gas and 900 million barrels of oil. The amount of oil in the Mackenzie/Beaufort area is about the same as the amount found off the east coast of Canada but so far there's been no Hibernia — no one huge field to provide the catalyst for full scale devel-



opment, says Sherwin.

That scenario may soon change with Gulf's announcement this year of a major oil find at its Amauligak site, located about 75 kilometres north of Tuktoyaktuk. Tests indicate that the site has a potential field of 400 million barrels of oil, making it the first commercially viable find in the Beaufort. "Gulf seems to think this is the giant field that will kick things off," says Sherwin.

Esso also had a good year in the Beaufort with significant discoveries both off and on shore. Once again people are talking pipeline.

In fact, Polar Gas, a Toronto based consortium, has already applied to the National Energy Board for permission to build a \$3.3 billion gas pipeline from the Mackenzie Delta to northern Alberta. The Polar Gas group hopes to begin construction in 1987 and complete the project by 1991. For some, all the signs point to the beginning of the Beaufort's long anticipated *big boom*. Others say

there won't be a big boom but rather a *phasing in* of big development, a process which is already in motion.

"The so-called big boom is happening now," says Bill Farmer, President of the Inuvik Chamber of Commerce and President and co-owner (with Neil Mercer in Whitehorse, Yukon) of Points North Transportation. "The spin-off benefits of the oil and gas industry are the only thing that has kept the business sector of the Western Arctic alive for 20 years," he says. "At least 60 per cent of business is related to the oil industry in one way or another."

The spin-off benefits of oil and gas exploration have been felt from the Mackenzie Delta region south to Fort Simpson, Yellowknife and Hay River. According to statistics gathered by the NWT's department of Economic Development, purchases from northern businesses by the major operators in the Beaufort — Dome, Esso and Gulf — amounted to about \$65 million in 1984.

It's been a great year, agrees Elizabeth Knox, office manager for Beau-Tuk Marine Services Ltd. in Inuvik. Beau-Tuk is a Knox family business which includes industrial tank cleaning, construction of offshore drilling islands, dredging and landfill

operations, and warehousing and expediting services. The company also includes Beaufort Food Services Ltd. which is a joint venture between Beau-Tuk and the Inuvialuit Development Corporation — the business development arm of COPE (the Committee for Original People's Entitlement) which signed a land claims agreement last June giving the Inuvialuit (Inuit) of the Mackenzie Delta region title to 91,000 sq. km of land and 45 million dollars. So far, it is the only final land claims settlement in the two northern territories.

Last year Beaufort Foods supplied about four million pounds of food to Dome and Beaudril (Gulf's drilling subsidiary) and put another million pounds into six area communities. This winter Beaufort Foods supplied 28 different seismic and drill camps in Alberta, the NWT and Eagle Plains, Yukon, says Elizabeth Knox, and Beau-Tuk had its best year since the company started in 1977. "Gulf, Esso, Shell, Chevron, everybody





*Richard Nerysoo  
Government Leader of  
the Northwest Territories*

## Welcome to the Northwest Territories

**I**t is my pleasure to welcome you to the Northwest Territories. The year 1985 is a year of challenges for us. While you visit us we want to share with you some of the challenges which we face here in the Northwest Territories. You will better appreciate the values and diversified life styles of the people of the North together with the sheer beauty and magnificence of our unique environment when you experience these characteristics with an understanding of what we are trying to achieve.

At this time the major challenge facing the North is to build upon the cultural foundation which has been established in the past and which is being and will be influenced by the present and future. The social and economic fabric of the Northwest Territories continues to change, and we are committed to ensuring that the change is in accordance with the values we share among ourselves and those people like you, whose visits we greatly appreciate. You will find, for example, that we have adopted the aboriginal languages as working languages of the Government of the Northwest Territories. Our ultimate goal is to ensure that native languages become increasingly common in every aspect of life.

How well we handle the challenges we face, too numerous to mention, depends on the wise counsel given to us by our elders, the enthusiasm and initiative of our youth and upon the interaction of others, including you.

We urge you to come and visit us, stay awhile and learn from us as we learn from you. We are trying to make the Northwest Territories an exciting and different place to visit. We know your stay will be rewarding.

*Government Leader Richard Nerysoo*

## Welcome to Yukon

**R**ecently Yukoners elected a new government. In so doing, they chose a new direction for the territory — a direction which places a strong faith in the initiative of local people and the benefits of local resources.

The Yukon's economic past and present have rested heavily on the backs of the first gold seekers who came over the Chilkoot Pass in 1898. Since that time, the search for minerals has been a driving force in the development and growth of the Yukon economy.

Today, the Yukon government is looking to diverse new economic opportunities in order to strengthen and broaden the territory's economic base. Over the last few years, with the downturn in the mining sector, tourism has emerged as a major contributor to the Yukon economy. The Yukon's vast wilderness, plentiful wildlife, native cultural traditions and gold rush history have come to attract visitors from half the globe away.

Forestry and agriculture represent two of the Yukon government's best opportunities for a more self reliant, locally controlled economy.

The prospects for Yukon are bright. It is our belief that the promise of economic development can best be fulfilled when resource development decisions are made according to a stable planning horizon which encourages business initiative and local benefits.

The Yukon government views itself as a vehicle for drawing people together to ensure that all Canadians can benefit from the economic potential of Canada's north. We hope you will join us in meeting this challenge.

*Government Leader Tony Penikett*



*Tony Penikett  
Government Leader of Yukon*



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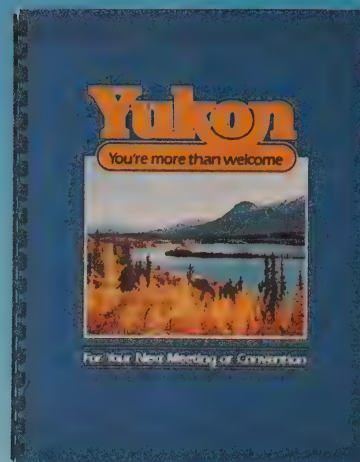
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# Yukon and the Northwest Territories

did seismic work this year," explains the young and efficient Knox as she expertly fields yet another phone call, answers questions and supplies someone with a job application form. "This winter was so busy that at times you couldn't find a piece of equipment to lease." Activity could become even more frantic in the next few years.

**Y**ukon Update, a business newsletter published by Alan Fry, recently reported that if all possible developments become reality up to \$7.4 billion in production and transport infrastructure could be spent over the next five or six years in the Beaufort Sea, Mackenzie Delta and Mackenzie Valley regions of the NWT. Although spin-off benefits in Yukon are currently less evident and less predictable, the territory enjoys at least a splash of expenditure from activity off the Yukon north slope, in McKinley Bay and the Herschel Island area.

In one of his first speeches after an upset election victory on May 13, the new NDP Yukon government leader, Tony Penikett, pledged that his government would actively promote the use of local materials in area mega-projects. "Right here in our own backyard we have deposits of barite material (lubricating mud used in drill rigs) that can be increasingly used by Beaufort drilling operators." Speaking to about 400 businessmen, industry people and government leaders at an oil and gas conference in Inuvik, he proposed that the territorial fuel tax be reduced for exploration and development companies for offroad purposes. He also urged southern-based developers to split contracts into smaller, manageable sizes enabling northern entrepreneurs to bid on work.

The oil and gas industry was definitely the star player in the north this year, especially with the official opening in May of the Norman Wells pipeline — the controversial first pipeline through the Mackenzie Valley. The 450 million dollar pipeline — built by Interprovincial Pipe Line (NW) Ltd. — will run 866 km from Norman Wells to Zama, Alberta, carrying 25,000 barrels of oil per day to southern markets. Although Dene leaders boycotted the opening ceremonies because a promised part-ownership agreement in the



Gabriele Scherubi



Tessa Macintosh/Dept. of Info. NWT

Norman Wells field has yet to be finalized, this first pipeline is seen by both industry and native people as the all important foot-in-the-door for future development.

Unwilling to be left on the doorstep, Dene and Metis Development Corporations formed a five million dollar joint venture with Esso Resources Canada in 1983; a move which some native spokesmen viewed as "getting into bed with the devil." Nevertheless, the new company, Shetah Drilling Ltd., now operates a drilling rig and a service rig, employs about 40 people and represents the first wave of native investment in the oil patches of the north.

But it is not only native people who worry about an equal distribution of opportunity and ownership. Speaking at the opening celebration of the Norman Wells pipeline, NWT government leader, Richard Nerysoo — the first native leader of a Legislative Assembly in Canada — had both praise and words of caution for industry people. "The infusion of money into our economy helped alleviate the possibility of a recession similar to that which was occurring in the south. Most importantly, we all gained much need-

ed expertise and experience," said Nerysoo and then stated that in future the territorial government wants benefits which reach beyond jobs and business contracts. "We want a share of resource revenues. We require appropriate impact funding to plan and deliver improved community services in advance of development, so that the community infrastructures are not strained beyond their capacity. With these items in place, we are prepared to participate fully in future development."

**D**espite the high visibility of hydrocarbon activity in the north, mining has traditionally been the modern-day economic backbone of the NWT and Yukon, which together comprise 40 per cent of Canada's land area. It is a huge land mass thought to contain vast and as yet undiscovered mineral riches. In 1983, the 16 hard rock mines in the two territories and the numerous placer mines in the Yukon produced 7.3 per cent of Canada's metallic mineral production with a value of \$590 million. The north contains four of the seven largest zinc/lead/silver mines in Canada (although Cyprus Anvil is now closed) and the five gold mines in the NWT and over 200 placer mines in Yukon produced 17.2 per cent of the 1983 Canadian gold production.

Starting with the great boom of the Klondike gold rush of 1896 — when George Carmack and cohorts, Skookum Jim and Tagish Charlie, struck gold on what is now called Bonanza Creek — the fate and fortune of Yukon in the 20th century has been defined by what's in the ground. The Klondike gold rush was no exaggeration on the part of those who "moiled for gold in the land of the midnight sun." An estimated eight and a half million dollars worth of gold was produced in the spring and summer of 1898 from Eldorado and Bonanza creeks alone. Unofficial estimates put the total gold production for the first seven years, 1896-1903, at almost \$96 million.

Thanks in part to Charlie Chaplin (*The Gold Rush*, 1925) and Pierre Berton, there is scarcely a person in the North American hemisphere who has not heard of the Chilkoot Pass and Dawson



# Yukon and the Northwest Territories

City. But while Yukon, unlike the NWT, generated a mythic quality and legendary characters around its gold rush, it also endured a "boom and bust" cycle which is now in perhaps an irreversible tailspin.

After a decade of mining expansion in the 1970's, 1982 in Yukon was punctuated by the shutdown of Whitehorse Copper Mine, Cyprus Anvil's lead, zinc and silver mine in Faro and United Keno Hill's silver mine at Elsa. Mining production fell from a value of \$359.9 million in 1980 to \$58.8 million in 1983 and continued to slide. Although the United Keno Hill mine re-opened a year later, its future is uncertain. "We are in a survival situation and the continuation of operations is being reviewed on a monthly basis," said company President Chris Cowan at a shareholder's meeting in April.

Until the last two years, mining was Yukon's number one industry but now tourism has taken over that position. In 1984, tourism contributed \$82 million in revenues to the Yukon economy while mining was worth \$56 million.

Despite the economic uncertainty in Yukon at present all is not gloom and doom. Erikson Gold Mines plans to open an underground gold mine on the Wheaton River, about 40 miles southwest of Whitehorse, later this year. Mineral exploration, worth about \$25 million in 1984, continues for the vast reserves of unmined precious and base metals which may start the next boom. Nor has the expected outflux of people been as drastic as expected — only about one half of the projected 5000 have left out of a total population of just over 23,000.

People such as Gerry Dobson and his family decided to stay because they couldn't think of anywhere they would rather live. Dobson was laid off when the Whitehorse Copper Mine closed in 1982 and since then he has worked as a cab driver and bus driver. He had a chance to work in a mine in New Brunswick but after 15 years in Yukon decided to stay unless things get really desperate. Even if they are forced to leave, he and his wife have already decided they would return when the economy improves.

Far from admitting that times are tough, Yukoners are, in fact, largely ignoring the recession. "It has a lot to do



with attitude. We're not sitting back and throwing up our hands. We're looking at what we can do about it," says Jack Thompson, terminal manager for Yukon Freight Lines Ltd. in Whitehorse (a subsidiary of Kingsway Freight Lines in Toronto). Yukon Freight Lines won this year's *Business of the Year* award, dinner for two and a special plaque. Chosen by a committee of Economic Development and Tourism, the company was honoured as much for its spirit of moral support as its business success. According to Thompson, Yukon Freight Lines moves about 90 per cent of the freight (about three million pounds) coming into Yukon and, last year, paid out two and a half million dollars in materials, services and wages to Yukon businesses, government and employees.

To foster small business development, the company also offered to bring in freight for anyone starting a new business at 10 per cent below cost for three months and then at cost for nine more months. Five people have already accepted the offer.

The company's most innovative contribution, though, was to Yukon tourism. Yukon Freight Lines printed out 24,000

Yukon promotional brochures and enclosed them with customer statements and employee pay cheques. It then commissioned a special paint job on two 45 foot trailers. Both sides of the trailers were emblazoned with the Yukon logo, images of the wilderness and the words *Experience Canada's Yukon*. One trailer hauls freight to New York state and the other to eastern Canada — providing one of the best publicity stunts since tour boat operator, Captain Dick Stevenson, dreamed up the *sour toe* cocktail 10 years ago. This special cocktail contains a real toe and is served at the Eldorado Hotel in Dawson (two toes have been stolen, not drunk, but a third replacement has now been donated).

Unlike Yukon, mining continues to shine in the NWT and is still the territories' single, largest, private industry. The NWT has a population of 49,000 people scattered over 3.3 million square kilometres but the 10 producing mines in the NWT employ about 20 per cent of the work force, approximately 3000 people. At present, NWT mines supply 26.5 per cent of the lead, 23 per cent of the zinc, 12.9 per cent of the gold and 4.6 per cent of the silver produced in Canada for a metallic mineral production value of \$618 million in 1984. As well, the CanTung Mine (Canada Tungsten Mining Ltd.) located on the Yukon/NWT border produces Canada's total tungsten trioxide supply. Gold is still the highest profile metal, however, and nowhere more so than in Yellowknife, capital of the NWT and a city built on gold.

Gold brought the first rush of prospectors, speculators and would-be millionaires to Yellowknife in 1934. Yellowknife's first gold brick was poured at the Con Mine (the Consolidated Mining and Smelting Company of Canada, now Cominco) in 1938. Con Mine is still operating and has just completed a year-long shaft extension project which will extend the life of the mine by 10 years. The mine's Robertson shaft was extended to the 6240 foot level underground, which makes this shaft the deepest of its kind (friction hoist) in the northern hemisphere and the third deepest in the world. The



city's other gold mine, Giant, also sunk its first shaft in 1937.

After government, Con and Giant Mines are the largest employers in Yellowknife — a pleasant fact of life which helps create a general air of prosperity in Canada's most northerly capital city, with its current population of approximately 11,000. The labyrinth of tunnels under the present-day city, produced by the two mines over the years, is responsible for the truism that in Yellowknife the gold is paved with streets.

**A**part from the guaranteed security of the government employment and the current buoyant mood of the mining industry, Yellowknife is experiencing a boom feeling which harks back to the crazy days of the city's founding gold rush. This will be a record year for construction with building permits totalling \$6.3 million already approved and another \$60 million in projects waiting for the city's final authorization. City Building Inspections Manager Ron Shettell predicts that many of the projects — a new hospital, a multi-million dollar shopping mall and a multi-purpose community recreation centre — will result in three to five years of continuous growth.

Even so, just as in the old days, Yellowknife's vitality does not stem from concrete realities such as minerals, construction or even jobs — it comes from the spirit of its diverse and interesting people. The early prospectors and bush pilots who started Yellowknife were willing to travel to the ends of the earth. The north is still called Canada's last frontier, at least by southerners, but the kind of people who live here now could have just as happily gone to the moon. In fact, one person almost did.

Dana Ferguson, 40, is the founding member and chief engineer of Ferguson, Simek and Clark Ltd., a Yellowknife-based architectural and engineering consulting firm specializing in cold climate work. One of Ferguson's claims to fame is that he was Marc Garneau's classmate at the Royal Military College in Kingston, Ontario and the other is that he was one of the final 19 candidates, chosen from an original 4400, to be Canada's first astronaut.

Ferguson, Simek and Clark is the largest, private, resident firm in the NWT and the partners delight in the fact they have a branch office in Toronto. "What makes us unique is that we started here. This is our home and our business," says Ferguson. The company currently employs approximately 35 staff, and has assets worth over one million dollars.



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# "Gulf Canada's Arctic exploration helps speed grocery delivery to Tuktoyaktuk, Aklavik and Sachs Harbour."

Jim Livingstone  
*Manager – Community Affairs – Inuvik  
Gulf Canada Resources Inc.*

Thirty years ago Gulf Canada began exploring for oil and gas in the Canadian Arctic, believing that some day the North would provide major energy supplies for Canada.

Today, Gulf's exploration programs both in the Beaufort Sea and onshore in the Mackenzie Delta, create hundreds of jobs. In 1984, Gulf paid over \$7 million in wages that stayed in the North.

The expanded demand for supplies, equipment and services has stimulated the economy of the area, increased availability of everyday needs, and enhanced life generally for residents in many northern communities.

There was a time in Tuktoyaktuk when it could take weeks, even months, to get a package of sewing machine needles or a track for your snowmobile. The needed item might be on order, but waiting in Edmonton until a truck had a full load.

Today, thanks to Gulf Canada and other major exploration operators, the demand for supplies — fuel, drilling equipment, food — has exploded in the North. Now trucks arrive at least twice a week, carrying everything from spare parts and anti-freeze to washing machines, TV sets, oranges and iceberg lettuce. Because of more frequent service and economies of scale, costs are reasonable compared with the past.

A large part of the trucking business itself is a northern enterprise, run by northern people. Points



*Jim Livingstone was born in Sydney, Nova Scotia and obtained an economics degree from the University of Dalhousie before joining Gulf's Halifax office in 1976. Currently based in Inuvik, Jim enjoys cross-country skiing with his daughters Laurie and Katherine.*

North Trucking and Matco Trucking are two northern-operated transportation companies working for Gulf and contributing to the economy of the northern communities.

## **Ice roads mean cold cash for Northerners**

The building of ice roads in the Delta is another northern business that benefits from Gulf's northern exploration. Why? The tundra is ecologically delicate. It could be easily and permanently damaged by heavy trucks, tractors and such. To protect the thin layer of vegetation which insulates the permafrost below, Gulf engineers build roads of ice that provide a strong surface to carry the heaviest trucks while preserving the land in deep-frozen peace.





*Freda Lester, Manager Corporate Affairs for the Inuvialuit Development Corporation (I.D.C.) loads groceries and supplies with pilot Willard Hagen, co-owner with I.D.C. of Aklak Air. In 1983, Gulf awarded the food supply contract for all its drilling operations to I.D.C. The result was Beaufort Foods. "The \$3 million contract with Gulf got us into business," explains Freda Lester, "and our operation has continued to grow. In addition to supplying both Gulf and Dome, we now supply food to nine communities in the Western Arctic, using the regular flights of Aklak Air."*

Buck Storr is one of the operators building ice roads for Gulf. Truckers and other transportation concerns in each of Tuktoyaktuk, Aklavik and Inuvik have won Gulf contracts, spreading the benefits among northern businesses.

To simplify the bidding process for northern companies, Gulf's buyers travel to Tuktoyaktuk, Aklavik and Inuvik to receive the bids and award the contracts locally. They also hold local seminars to help suppliers and contractors understand Gulf's local purchasing policies and bidding process.

### **Extended drilling program expands northern job opportunities**

Gulf's new-technology drilling system has extended the Beaufort Sea drilling season for floating drilling units. Kulluk, a large, anchored, floating, drilling unit can drill from June into December. When Gulf's four powerful ice-breaking support vessels can no

longer manage the increasing cover of new and multi-year ice, Kulluk is towed to winter harbour off Herschel Island - the site of Gulf's floating marine base. The second drilling unit, Molikpaq, is a massive steel movable island with a base almost as large as two football fields and is capable of year-round drilling. In 1984, Molikpaq drilled to the end of December, and is scheduled to drill right through the '85-'86 winter season.

In the summertime, native-owned companies such as Beluga Transport (Jimmy Gordon, proprietor) carry supplies for exploration down the Mackenzie River. And throughout the year, Gulf uses northern-owned airlines such as Aklak Air.

### **Gulf drilling on Inuvialuit land makes jobs for locals**

In 1984, Gulf became the first oil company to be granted drilling rights on Inuvialuit land in the Mackenzie Delta. Early this year Gulf and its partners drilled the Shakagatlatachig

D-50 well and a second exploratory well Onigak D-52 on non-Inuvialuit land. Fourteen of the 32-person crew at the camps were native Northerners working jobs such as bulldozer operators, truck drivers and roustabouts. All groceries were supplied by Beaufort Foods, 50 per cent owned by the Inuvialuit Development Corporation. Beaufort Foods got its start two years ago with a major contract from Gulf to supply all food for the company's drilling operations.

In addition to providing employment during the winter months when the Northerners' economy traditionally suffers the most, new technology is also being transferred to northern companies. For example, a company in Whitehorse, aptly named Midnight Sun Drilling, was hired to blast the drilling sumps (holes used to bury the drilling mud). "We had never done this type of drilling before but Gulf was convinced that if we could drill in the mines in the Yukon, we could drill sumps," says Dave Jamieson, president of Midnight Sun Drilling.

### **Exploration can help stimulate the Canadian economy**

Gulf Canada has frequently pointed out that petroleum exploration and development is one of the fastest ways to create jobs. Gulf has urged that incentives for drilling be granted to encourage even more work on the frontiers and in Western Canada. Not only do the local people benefit, but the dollars spent for the needed goods and services in one region ripple out to all parts of Canada.

If you would like a copy of Gulf's booklet "The Search for Oil and Gas in the Beaufort Sea and Mackenzie Delta", write to:

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# Yukon and the Northwest Territories

**W**hile it's true that large and reliable northern-based companies seem to be doing well, small businessmen in Yellowknife are also feeling increasingly confident. Thirty five-year-old Brian Harrison quit his government job three years ago to start *Bumper to Bumper*, an auto parts franchise. Competition existed but he aimed to cut into the business of fly-in, fly-out salesmen from Edmonton, not

local people. Harrison has made a profit every year since he opened shop and thinks it's because people have a growing pride in Yellowknife.

The key word in the north right now is growth. While Yellowknife boasts an increasingly sophisticated quality of life, people in remote communities are also learning that there is money to be made in the service industry and in community-based small businesses. One of

Yamaha's most successful snowmobile dealers in Canada, for instance, lives in Rankin Inlet, a largely Inuit community of about 1000 people located on the west coast of Hudson's Bay. In 1980 Yvo Airut sold 154 snowmobiles locally — the best per capita sales in Canada that year and he's maintaining the momentum. Another of the north's most enterprising businessmen (and one of its mythic millionaires), John Todd, also lives in Rankin Inlet which is quickly becoming a regional government centre and tourist entry point for the relatively little known Keewatin region.

Todd, former President of the Keewatin Chamber of Commerce and a vocal member of the newly formed NWT Business Council, is chief executive officer of Evaz Holdings Ltd., a largely local northern consortium, which includes a construction company, hotels in Rankin and Frobisher Bay, office buildings, Komatik Travel (which sends residents south and lures tourists north) and southern holdings which include a Caribbean yacht.

Todd's big bugbear these days is the need for ordered northern development which will alleviate the "take it and leave"



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# Yukon and the Northwest Territories

pitfall of the megaproject cycle. He and other successful northern entrepreneurs are pushing for the privatization of government services which will help provide a distribution of opportunity throughout the north and foster employment in native communities — efforts strongly supported by the territorial government. But the major thrust for community enterprise lies with the tourism industry.

**"T**ourism has the most potential for an ongoing economic base," says Tagak Curley, NWT Minister of Economic Development and Tourism. "We have to build the service industry. The number one problem continues to be a lack of facilities. Our message is that we want initiative from the private sector." To that end, his department released a sweeping new tourism strategy report in June, 1983 calling for community based



Tagak Curley

tourism. The new five year strategy opened the door to tourism ventures developed and promoted at the local level, using insights gleaned from years of living in the north. For native people this implied a chance to utilize an intimate knowledge of the land and its wildlife and to share part of their cultural heritage with visitors. It also meant new job opportunities, especially in remote but scenic communities. "The communities cannot

offer holidays on sunny beaches, fancy hotels, or numerous movie houses and theatres — but they can offer tourists a unique opportunity to experience a different land and its culture," advised the report.

Despite tentative efforts that stretch back 20 years, NWT tourism is only just beyond the starting gate. The 1960s saw the completion of the Mackenzie Highway system to the Great Slave Lake area

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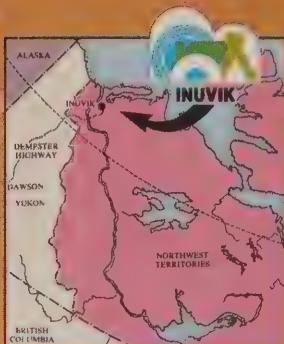




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and a subsequent increase in motor traffic and campers, but in 1969 the total number of pleasure visitors was only 12,500. Throughout the 1970s sport fishing lodges were developed, tourist accommodation improved and air travel became more efficient so that by 1980 visitors had doubled to 25,000 — with double that number of business travellers as oil and mineral exploration accelerated. Even so, the NWT still suffered from what is called "the big fish syndrome."

The new tourism strategy is only half-way to completing its five year end point but changes are remarkable. The latest statistics show that 50,000 tourists visited the NWT from June to the end of September 1984 and spent between 50 and 60 million dollars. After mining, tourism is now the number two income generating enterprise in the NWT.

Part of the reason for this success is the division of the NWT into six well-defined tourism zones with appropriate catchy names. Although the logistics of travel and accommodation still present problems, the north's awesome and challenging wilderness attractions are not hard to promote.



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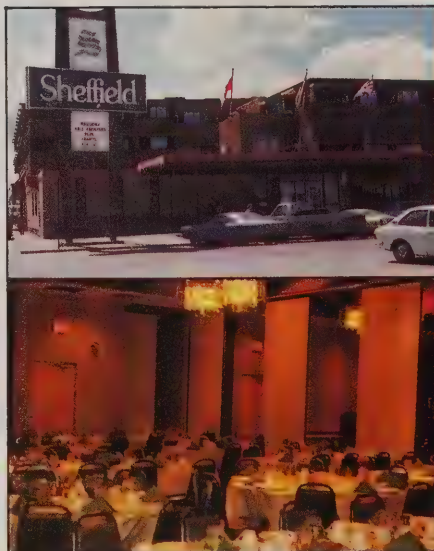
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# Yukon and the Northwest Territories

**W**hile the NWT is still unfamiliar to many Canadians Yukon has for years generated strong images of gold panners, high passes, scenic mountains and wildlife — images which are part of a Canadian sensibility and sense of history. Even so, the Yukon government and its various visitors' associations are, like the NWT, pursuing an aggressive tourism promotion campaign. While fireweed grows over closed mining sites and abandoned railway tracks, tourism has become the mainstay of Yukon's private sector economy.

And the Yukon Visitors Association (YVA) plays a major role in furthering this all important industry. "Yukon Visitors Association acts as a liaison between government and private sector," explains Barry Redfern, executive director of the association.

"We are also the convention co-ordinator and marketing arm responsible for attracting conventions to Yukon. We are then responsible for the conventioners once they arrive."

Border crossings totalled 422,000 (including travel by residents) in 1984, the

highest number ever recorded, and visitors spent about \$86 million.

Ironically, even though the gold has given out, the history of the gold rush is Yukon's most lucrative tourist attraction. Last year, about 1900 backpackers completed the historic trek up the Chilkoot Trail and each summer an estimated 55,000 people visit Dawson City — home now to only 900 residents but once a rollicking boom town of 30,000 people. The place still hops each summer at Diamond Tooth Gertie's Gambling Hall and Saloon (Canada's only licensed casino) and Can-Can girls kick up their heels and skirts at the Palace Grand Theatre. But having a raucous good time is only one element of Yukon's tourist appeal.

As in the NWT, the wilderness experience — canoeing, hiking, fishing and nature watching — is supremely important. "The overriding pre-dominant thematic attraction to Yukon is the Wilderness/Last Frontier theme," explains Redfern. "Yukon is a wilderness adventure. People want to see and experience this last frontier."

Despite the current Yukon tourism momentum, Redfern says, "It's impor-

tant to keep the visitors for a longer period of time. Therefore we are continually improving upon and adding attractions as well as facilities. For instance, a botanical garden featuring northern vegetation is being developed in Whitehorse. This is just one of many examples whereby the visitor is encouraged to increase their length of stay."

As well, with an eye to increasing visitor expenditure, the state of Alaska, the Yukon Territorial government and YVA have undertaken a joint marketing program. YVA also promotes Yukon at major trade shows in the United States and Europe.

"We are also seeing an increased interest in Yukon as a convention destination," says Judith Venaas, convention co-ordinator with YVA. "Yukon is no longer a secret destination known only by a few. We offer unique post convention tours, low off season rates and traditional northern hospitality, to help make all conventions a success."

In Yellowknife, both the Yellowknife Inn and the Explorer Hotel cater to conventions and conferences. And three local businessmen are currently in the process



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of finalizing plans for a new resort/conference centre — the first of its kind in NWT. The proposed 50 unit, five million dollar centre will feature a wide variety of facilities ranging from an indoor swimming pool to meeting rooms accommodating up to 200 people.

In both territories, tourism officials see great potential for the development of native history and culture as a tourist attraction. The real potential for the land and people north of 60 lies in an ability to shape the new north with the sinew and heart of the old.

When Dana Ferguson of Yellowknife was asked for his view on the north's future he remarked with a degree of passion, "We haven't even touched the surface of our riches here. Our prime is yet to come." That statement is a touchstone for all facets of life in Canada's *true north*. The emerging north is one with a destiny unlimited. □

## The emerging north

Many northern-based companies and many companies with a strong interest in both the Northwest Territories and Yukon will be taking part in the *Tenth National Northern Development Conference*, scheduled from October 29 to November 1, 1985 at the Westin Hotel in Edmonton, Alberta.

The conference theme, "The Emerging North," reflects social, political and economic developments in the Northwest Territories and Yukon. As in past conferences, resource industry representatives are expected to comprise a large part of the anticipated 500 registrations.

Harold Page of the Alberta Chamber of Resources and conference executive director, says sessions will deal with a wide variety of topics ranging from current proposals to partition of the Northwest Territories to the evolution of native development corporations and commitment by the federal government to ensuring greater autonomy for northern residents.

"The north is heading for some very exciting times," says Rhys Eyton, president of Pacific Western Airlines and conference chairman. "I've been involved with this conference for many years as both participant and panelist and I don't recall a time when more positive changes were contemplated."

For more information direct inquiries to: Tenth National Northern Development Conference, 1403 Baker Centre, 10025 - 106th Street, Edmonton, Alberta T5J 1G4, phone: (403) 420-1030. □

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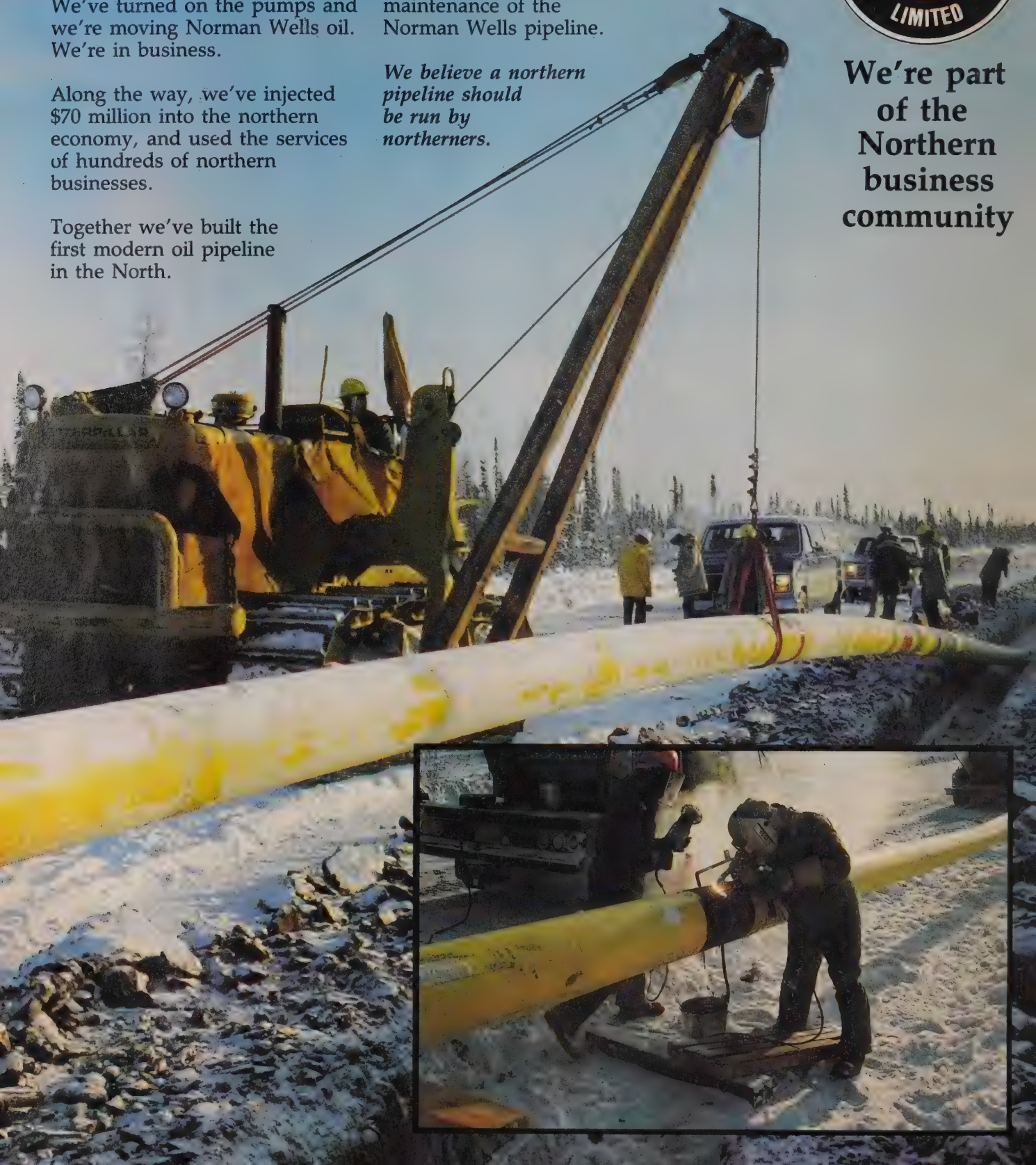
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# AND THE SEARCH GOES ON...

by Bill Langdon (M.B.A., R.I.A.)

The key to survival and growth in the 80s is the development of new and improved products. Gone are the days when you could depend on long-lived successes to be the mainstay of your business. New products have shorter life spans; consumers are increasingly expecting and demanding more. If you aren't willing to give it to them, rest assured that your competition will.

New product development is a risky venture. The odds are weighted heavily against the success of any single new product. But since new products are essential to the viability of the firm, management's best strategy is to reduce the risk of failure.

To begin with, top management must identify the firm's mission. Growth opportunities should be analyzed within a corporate framework. Management should be asking itself questions such as:

- Should we remain in the same product line?
- What market segments should we consider?
- Should we look at modifications to our current products?

During this soul searching, management must also take stock of its resource capacities. Capital, production and marketing constraints as well as employee capabilities must all be realistically assessed. For example, you may only want to

consider new products which can be produced using existing excess capacity, or which require only minor modifications to the current production process.

By effectively identifying where you want to go and what you've got available to get there, you minimize wasted efforts and false starts. Look for those growth opportunities which fit into the corporate framework.

Don't confine your search to consumer and market surveys. Trade papers and journals often provide information on what your competitors are doing and what products they are developing. Analyze the strengths and weaknesses of your competitors' new products. You can purchase research surveys to monitor the sales performance of these products.

Often overlooked as sources of information are salesmen and distributors. They may provide valuable insight into the unsatisfied needs of customers. Salesmen and distributors are also likely to be among the first ones to know of competitor developments.

Product ideas should then be further screened against financial and volume criteria. These criteria could and should vary according to the degree of risk involved with the new product. (For example, a new product using excess capacity is less risky than one requiring the building of new facilities.)

Solicit expert advice. Consult with production and cost engineers, marketing

strategist legal experts, etc. Prototyping and test marketing gives you a more accurate picture of production costs, sales volume and consumers' price sensitivities. It's better to find out now that the product won't sell, rather than after you've built a shiny new production plant.

Be sure to identify *all* the parties that will be affected by your product decision. Don't undervalue the importance of your distribution channels. Will they be able to handle the new product? What additional costs will they or you have to bear? Have you complied with government regulations? How will your stockholders react? Are you going to get union flack?

Be sure to know who your competitors are. They may seem pretty obvious, but look at how long it took the North American car industry to react to the Japanese invasion. Be aware of your competitors' strategies, and how they are likely to react to your moves. Above all, don't underestimate your competitors. Keep in mind that imitators may have as much or more to gain than do innovators.

New product development should be a flexible process. The external environment is becoming increasingly complex. Government regulations, rising costs, technological changes, rapid product obsolescence and changing consumer preferences all highlight the need for this flexibility. Be ready and willing to act and react. That's the key to corporate survival. ☐

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# LIFE IN THE BARRENS

*Contrary to first appearance,  
Banks Island is a polar desert teeming with life.*

by Lyn Hancock

All day we had tramped across the tundra north of the tiny Inuit settlement of Sachs Harbour, Northwest Territories. "It's a paradise," exulted Tess who had come from Australia to add the birds of Banks Island to her life list of avian observations. "Two red phalaropes doing a dizzy swim in a slough in front of me, both pomerine and long-tailed jaegers to my left, clutches of ptarmigan to my right, and a flock of eiders and oldsquaws overhead. I'm entranced."

Flying Good-eye Fred, called that because he was always striding ahead to get close to shorebirds before they took off from the myriad ponds and lakes, had also come from Down Under and was similarly ecstatic.

Gus Yaki of the Ontario-based Nature Travel Service — who was leading our expedition — motioned for us to stop as he set up the telescope. "Who said the Barrens was barren? There's an amazing amount of life here. Where else could you see at one glance plovers, sandpipers, phalaropes, snowy owls, Lapland longspurs, horned larks, gulls, jaegers and sandhill cranes?" he asked.

Gus was especially pleased because this was the first time he had brought a group of tourists to his new travel destination, one that he'd not previously experienced.

I, a longtime lover of Sachs Harbour, was the only one without initial misgivings that first day as we crossed the blue-white world of sea ice north of Inuvik in a twin otter. We circled the desolate, grey-brown

desert of Banks Island, blistered and warted by dark hummocks, and saw dull green depressions filled by bog water, furrowed by polygons of black ice. Even the two or three lines of homes of the hundred or so Inuit residents of Sachs Harbour, the only settlement on the island, seemed devoid of life, their occupants either inside or away hunting. Only the brilliant freshly painted aquamarine colour of Banks Island Lodge and the day-glo orange of the airport buildings animated such a moonscape and looked inviting.

Twenty minutes later, we were being served a steak dinner as we sat by the large sunny windows of the Lodge overlooking barking sled dogs and crashing waves.

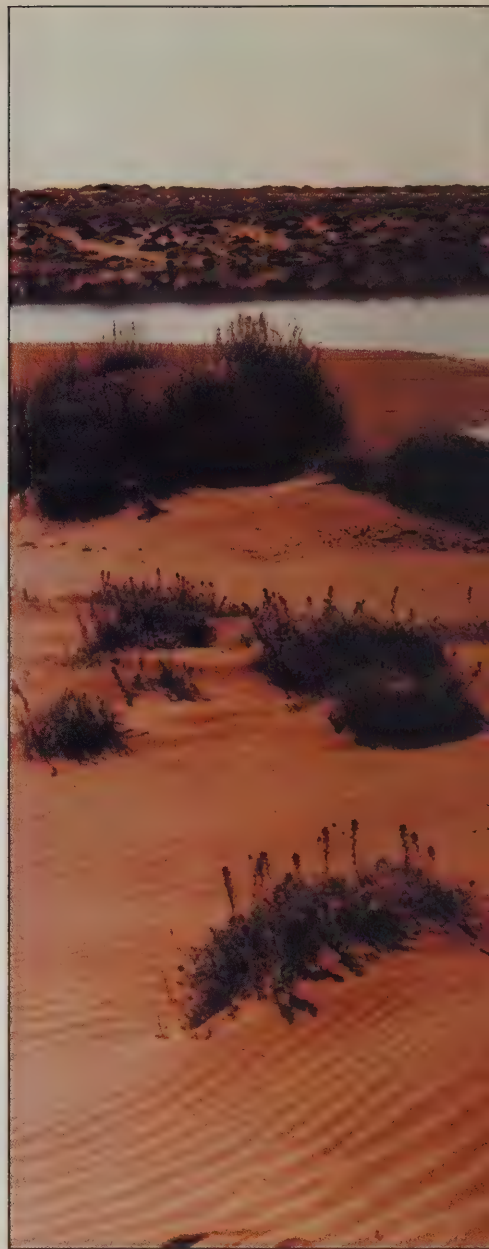
I had hardly unfolded my napkin when Fred yelled, "There's a jaeger, a pomerine jaeger." Forks were forgotten, binoculars were brandished and the telescope in the dining room was hastily set up for those who had left their binoculars in the bedrooms.

"We obviously won't have to go very far," said Nan quietly to her table companion. "There were fields of Arctic daisies by the garbage dumps."

"Right," answered Ruth, "I'm sure I got a glimpse of *Androsacae*."

*Androsacae*? She made it sound like a dinosaur, not a rock jasmine. Birds and flowers were all very well. But I was after bigger game.

Over the next few days there was something for everyone: the bird watchers peered through binoculars at specks in the sky or crawled in single file to photo-









# FIRST

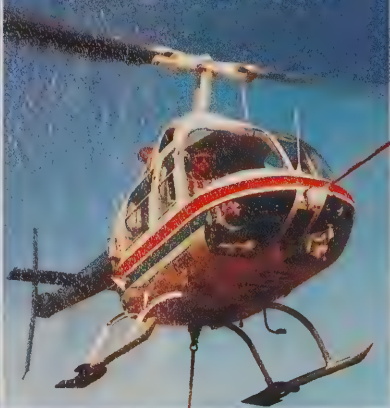
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Lyn Hancock

graph nestlings; the flower watchers, comfort forgotten, contorted their bodies in grotesque positions to see a petal in the right light; the mammal watchers waited patiently outside a fox den or watched seals pop their heads from the clear green sea; the berg watchers, boating among the glistening white icebergs that paraded down the harbour, saw what they liked — a mushroom, a swan, a pterodactyl.

Contrary to Banks Island's initially barren appearance, this polar desert teemed with life — whether we were slogging over the bumpy tundra and sloshing alongside foam-flecked sloughs looking for birds; foot-printing for the first time the incredible sand flats of the Sachs River; wading through the braided bed of the Kellett River after muskox; trudging along the slipping pebbled terraces of the Cape Kellett sandspit for eider ducks or ancient sod houses; or cruising the Duck Hawk Bluffs for rough legged hawk nests.

During the first three days we saw more than 90 species of flowers and 34 species of birds.

For Miluse the highlight of Banks Island was visiting with the Inuit. Clara Culley showed her an exquisite cribbage board of sheep and muskox horn made by her father. The children brought her rabbit ookpiks sewed to antlers. Old Sara Kup-tana stood outside on the road to give her an embroidered dress and thanked her for coming north.

Fred and Agnes Carpenter insisted we dip our dry caribou into a pot of rancid bearded seal oil they called "okshuk." Fred said if we ate it long enough we would develop an Eskimo stomach and then could do anything.

Well, it takes all types. Next day we were squelching across the sodden green marshy delta of the Kellett River — about 5 miles north of the settlement — and being divebombed by Sabines gulls when I sighted some distinctive black blobs on the opposite bank. Quickly, I set up the tripod, twisted the telescope into focus and zoomed into — 17 MUSKOX!

"Quick, Gus, Tess, Fred, see what I've got," I called out excitedly. Mammals, especially mammoth-looking muskox, make me come alive!

For more information, write: Banks Island Lodge, Sachs Harbour, N.W.T., X0E 0Z0. Telephone: 403-690-4191 or 403-873-2595. □

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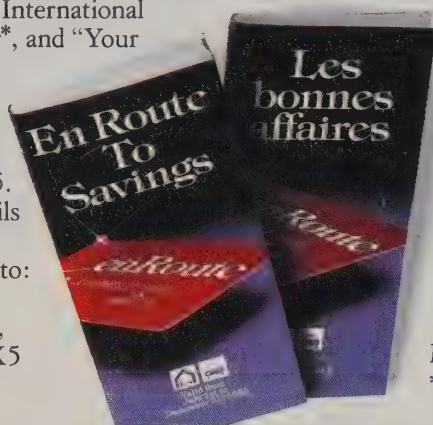
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Yellowknife

# Factor's Club



**T**he Explorer Hotel stands solidly on a rocky promontory at the edge of Yellowknife, capital city of the Northwest Territories. Beyond the spacious lobby, where a large and colorful mural depicts northern life, is the hotel's dining room and lounge, the *Factor's Club*. Here residents celebrate anniversaries, birthdays and graduations and business and holiday visitors experience the finest in northern hospitality and dining.

High ceilinged and spacious, the dining room is a stylized recreation of the main room in a Hudson's Bay fort. The name, *Factor's Club*, is a combination of two historical titles — the *Chief Factor* who managed the fort, and Montreal's famous *Beaver Club* where the men of the Hudson's Bay Company met to plan strategy.

Timber, earth colors and firelight from the circular, stone fireplace warm the large room during the twilight of the long winter; in summer the sun shines through the 12 foot high windows and reflects off the cool white stucco. Luxurious black bear and beaver pelts add authenticity to the *fort* atmosphere.

Bob agrees with his predecessor (Bob arrived in Yellowknife in June), Don Anderson, about dining standards in the *Factor's Club*. Being in the north, far from suppliers and a pool of trained staff, isn't an excuse for any less than first class food and service. "What we have here is down-to-earth formal," says Bob, who came north after 22 years in the hotel/hospitality business.

The fact of being *North of 60* keeps the atmosphere down-to-earth. A large part of the *formal* is due to lounge and dining room Supervisor Ghizele Ray. Ghizele brings 30 years of experience to taking care of diners and she knows just how she wants them to be treated. "The service has to be done well," she says, "and I want the waiters to look good and have a nice smile."

Swiss/Canadian Chef Markus Burkhard, with the assistance of Sous-chef Karl Huffman, is the creative force behind the superior quality of food served by the staff. Markus trained for two and a half years at the Hotel Gurten-Kulm near Bern, Switzerland. He worked in Switzerland and Germany before coming to Canada in 1976.

While the favorite food of *Factor's Club* diners is beef, Markus says, he has "introduced some very interesting new dishes which have never been seen in Yellowknife. I have cut down the portions, given it the right seasonings so that the food is tasty. Not too little," he adds, "but good. Maybe trending towards *Nouvelle Cuisine*."

The menu "is away from French," says Markus. "Everything has a simple explanation of what's in it. But the customer doesn't know exactly how it is cooked." A good thing, he believes, because it leaves something to the imagination.

**First Dishes** include *Escargots* served in a Patty Shell with Fine Herbs, *Smoked Salmon* with Baby Shrimps and Dill cream, and *Pate of the Day*. Two choices in *Soup* are *New England Clam Chowder* and *Baked white onion* with Gruyere Cheese. Salads include *Smoked Duck* and *Celerroot* with Raspberry Vinaigrette and *Boston Bibb Lettuce* with Mandarine Orange Dressing.

More variety in pasta has been added to the already excellent selection of **Principal Dishes** — *Tortellini* with Cream and Parmesan Cheese and *Fettucini* with Smoked Salmon and Mushrooms. Seafood includes *Stuffed Rainbow Trout* with Fennel and Crabmeat and *Prawns Provencel*. For the chicken lover there's *Poached Chicken Breast* with Watercress and Tarragon Sauce, and for lamb fans *Rack of Lamb* with Minted Honey. *Fillet Mignon* and *Prime Rib of Beef* come hot off the grill. And vegetarian dishes are only a request away.

**Deserts** are as luscious here as anywhere in Canada and it's difficult to choose among *Iced Grand Marnier Souffle*, *Chocolate Decadence* with Raspberry Puree and *White Chocolate Mousse Franageuco*. *Flambees*, *Pears in Pernod* and *Crepe Suzette*, are prepared at the table.

The *Factor's Club* is another of the North's great surprises. □





# Menu

## Soup

Cream of Wild Rice

## Appetizer

Smoked Duck Breast With  
Horseradish Cream

## Entree

Arctic Char Florentine With  
Champagne Morel Sauce

## Dessert

White Chocolate Decadence With  
Bitter Orange Sauce

## Wines

### With Appetizer

Chablis Premier Cru

### With Entree

Meursault Bouchard Aine

Chablis Grand Cru

### With Dessert

Special Coffees



- 4 oz. fresh horseradish root
- 1 cup 32 per cent whipping cream
- 1 tin mandarine orange segments
- 4 slices toasted bread
- 1 head butter lettuce
- 1 small can pimento stuffed olives

Wash and dry butter lettuce and arrange leaves equally on four plates. Cut the duck breasts into five or six slices and arrange a cheval (one piece slightly overlapping the other) on lettuce. Mix fresh horseradish with half of the whipped cream and place one spoonful on each side of the duck breasts. Garnish with mandarine orange segments and 1/2 pimento stuffed olives. Serve toasted bread on the side.



## Arctic Char Florentine in Puff Pastry with Champagne Morel Sauce (serves 4)

- 4 6 oz. char fillets
- 1/2 lb. fresh spinach, stems removed
- 4 4 oz. puff pastry, rolled out into 8 inch squares
- 2 oz. butter
- 1 egg for eggwash
- Lemon juice
- Salt and pepper

Preheat Oven to 350°

Season char fillets with salt and pepper and sprinkle with lemon juice. Heat butter in frying pan until moderately hot, sear char fillets on both sides and set aside to cool. Blanch washed spinach leaves in salted water, then rinse in cold water. Wrap around char fillets. Brush outsides of puff pastry with eggwash and fold char into pastry. Pinch edges, ensuring the puff pastry is well sealed all around. Brush tops

with eggwash. Bake in oven for 15 to 20 minutes until done. Serve sauce on side.

## Champagne Morel Sauce

- 50 g dry morels (soaked overnight)
- 2 white shallots, peeled and finely chopped
- 2 cups 32 per cent cream
- 2 oz. butter
- 2 bunch chopped chives
- 2 cups champagne, dry
- Salt and pepper

Cut soaking morels in halves, wash and rinse well. Melt butter in a sauce pan and saute morels and shallots for 2 minutes. Deglace with champagne and reduce by half. Add whipping cream and reduce to silky thickness. Adjust seasoning with salt and pepper. Add chives and serve.



## White Chocolate Decadence with Bitter Orange Sauce (serves 10 to 12)

- 1 lb. white chocolate
- 5 oz. butter
- 3 tbsp. flour
- 5 eggs (at room temperature)

Preheat oven to 375°

Melt together the white chocolate and butter. Blend the flour into the above. In a separate bowl, beat the eggs until stiff. Fold half the egg mixture into the chocolate mixture. Then fold back into the remaining egg mixture. Pour into a 10-inch springform and bake for 20 to 25 minutes. Serve with Bitter Orange Sauce.

## Bitter Orange Sauce

- 6 Oranges
- 1/2 cup simple syrup (1 cup sugar and 1 cup plus 2 tbsp. water added together in a pot; bring to a boil, ready when sugar dissolved).
- 1 tbsp. cornstarch

Zest the orange peels. Blanch and set aside to use as garnish. Section the oranges and remove the seeds. Place orange segments in a pot with water and reduce completely. Puree in a food processor, then press through a fine sieve. Place the above back into the pot, add simple syrup, heat and add cornstarch till desired thickness.

# Recipes

## Cream of Wild Rice (serves 4 to 6)

- 2 oz. melted butter
- 2 tbsp. butter
- 2 tbsp. flour
- 2 strips bacon, diced
- 1/2 medium Spanish onion, diced
- 1 stock celery, diced
- 1 small carrot, diced
- 1/2 cup wild rice
- 2 cups chicken stock
- 1 cup 32 per cent cream
- Salt & white pepper to taste

Combine the flour and butter to make a beurre manie. (Knead both ingredients till you get a smooth paste.) Pre-cook wild rice 20 to 30 minutes in lightly salted water. Melt 1 oz. butter in a soup pot and saute bacon, onions, celery, and carrots for 5 minutes. (Do not brown.) Add the cooked wild rice and saute for 2 more minutes. Pour in the chicken stock and bring to a boil. Whisk in the beurre manie and season with salt and pepper, let simmer for 5 minutes. Add cream and bring back to the boiling point. Adjust seasoning and serve.

## Smoked Duck Breast with Fresh Horseradish Cream (serves 4)

- 4 2 to 3 oz. single smoked duck breasts



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# WINE PARAPHERNALIA

by Charles Williams

The advertisement in a British wine magazine had a certain old world charm, "Over 450 antique vintage and unusual corkscrews, priced from Five pounds to 350 pounds each, and wine related antiques." With the pound trading at about \$1.40 that meant the top priced corkscrew would cost nearly \$500. Who would pay such a price for a corkscrew? The answer is — many wine lovers. An American wine newspaper earlier this year carried this report:

"... the corkscrew market has escalated dramatically in the past decade. Price tags of several thousand dollars are not uncommon. At Christie's on December 6, a mid-18th century gold and mother-of-pearl model fetched the equivalent of \$4800." (And that's in U.S. funds!)

Obviously, for the corkscrew collector, the device has become an end in itself. For most of us wine drinkers though, the corkscrew is merely a means of opening the bottle. The faster and easier the better. But this does raise a certain question — are some corkscrews better than others?

The screw mechanism is the most critical part. A good corkscrew looks something like a pig's tail with at least four curls in it. And it should be an inch and three quarters long. The buyer should be able to put a match stick through the central space inside the curls. All the levers and gears that may be used to operate the screw are more or less window dressing and a matter of personal preference.

Corkscrews are only one item of wine paraphernalia. Most wine lovers have at least a drawer full of gadgets, documents, and plain junk which at one time or another they find essential to the enjoyment of their favorite tippie. These items usually fall into one of the following categories.

First there are items used to aid in the initial selection of wines to be purchased. Vintage charts are a primary weapon in the battle to select good wine. These charts usually rate wines on a numerical scale — say from 0 to 10. They indicate, for example, that Red Bordeaux for 1975 is a spectacularly good 10, while the 1977 vintage is a barely drinkable 4.

Most devoted wine drinkers read some wine periodical which helps them keep track of the latest industry news about vintages, new techniques, corporate

takeovers, celebrity tastings, and scandals. I enjoy *Decanter Magazine*, which describes itself as "The magazine that helps you find the best value wines."

The Wine Spectator from California is a newspaper format publication which appears 50 times a year. It too contains many articles related to wine tasting, and gives detailed coverage of wine tastings held in many parts of the United States.

After selecting the wine to be purchased, the serious wine drinker is faced with the problem of storage. Here too there are many aids to the careful aging of wine — most of them are expensive.

First is the wine cellar itself. A vibration free, enclosed space with slow fluctuations in temperature is required. Constant temperature is more important than low temperature, but the traditional basement area with a steady 10 degrees celsius makes the aging time for wine more predictable. Special shelving is not required. Sturdy metal, wood or plastic, milk or soft drink cases turned on their side and stacked up to three or four deep provide shelving which can also be used to move the wine if that becomes necessary.

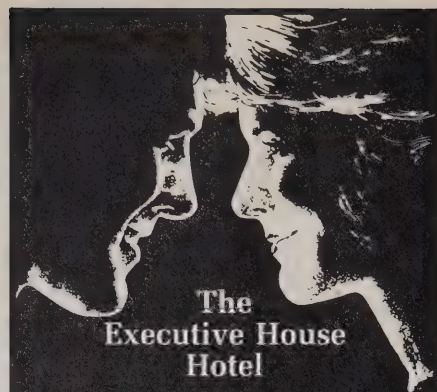
The second basic piece of cellar equipment is a thermometer. This can vary from the less than two dollar type bought in the housewares section at the supermarket to much more spectacular models sold specifically for wine cellars. One electronic gadget selling for US \$125 has remote sensors which attach to several bottles, keeping track of the actual temperature of the wine and not just the cellar space.

This same model has a midget computer which records the day's high and low temperature and the time at which they occurred. You can pre-set the unit so that it sounds an audible alarm if the wine gets either too warm or too cold. Although the device operates on house electrical current, there is a battery back-up system for this electronic cellarmaster.

For those who can afford them, self contained, oak wine storage cupboards with built-in refrigeration systems are available. One 55 bottle model runs US \$1400 while a 125 bottle biggy can be purchased for about US \$2000 — freight of course is extra.

So far we've been considering only the paraphernalia for selecting and storing the wine. The real fun gadgets are the ones used for opening and serving the wine.

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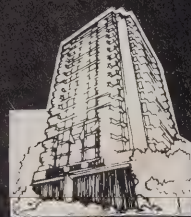
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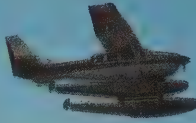




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special problems. When the cork is almost fused to the glass of the bottle, the host may need a pair of special champagne pliers for additional leverage. These are usually shaped like traditional pliers but with wide, crescent shaped jaws which wrap around the nubby top of the cork. The most useful models are flat so that they can also be used to lever the cork upward once a little space has been opened between the bulbous part of the cork and the heavy glass of the bottle neck.

This *Champagne Key* weighs about a pound. The stainless steel model runs about \$50. The manganese-bronze version cost "considerably more" according to one owner.

Wine cradles hold bottles of red wine which have been brought up from the cellar only a few hours before serving and must therefore be carefully decanted while still on their side. The simplest version is a wicker basket which holds the bottle on its side while the cork is being carefully withdrawn — disturbing the wine as little as possible. The object is to leave the sediment on the same side of the bottle as it was in the wine rack. The baskets or leather versions are widely available in wine accessory shops and are usually in the six to 20 dollar range.

Much more expensive are the real or fake antique cradles which consist of a metal sling arrangement to hold the bottle on its side. This is controlled by a system of gears and worms. The pourer turns a little handle which activates the worm and gears to gradually tip the bottle forward in a slow, controlled movement which in turn pours the wine and hopefully leaves the sediment in the bottle. Standard models in silver plate and walnut run about \$200 — antique models are more.

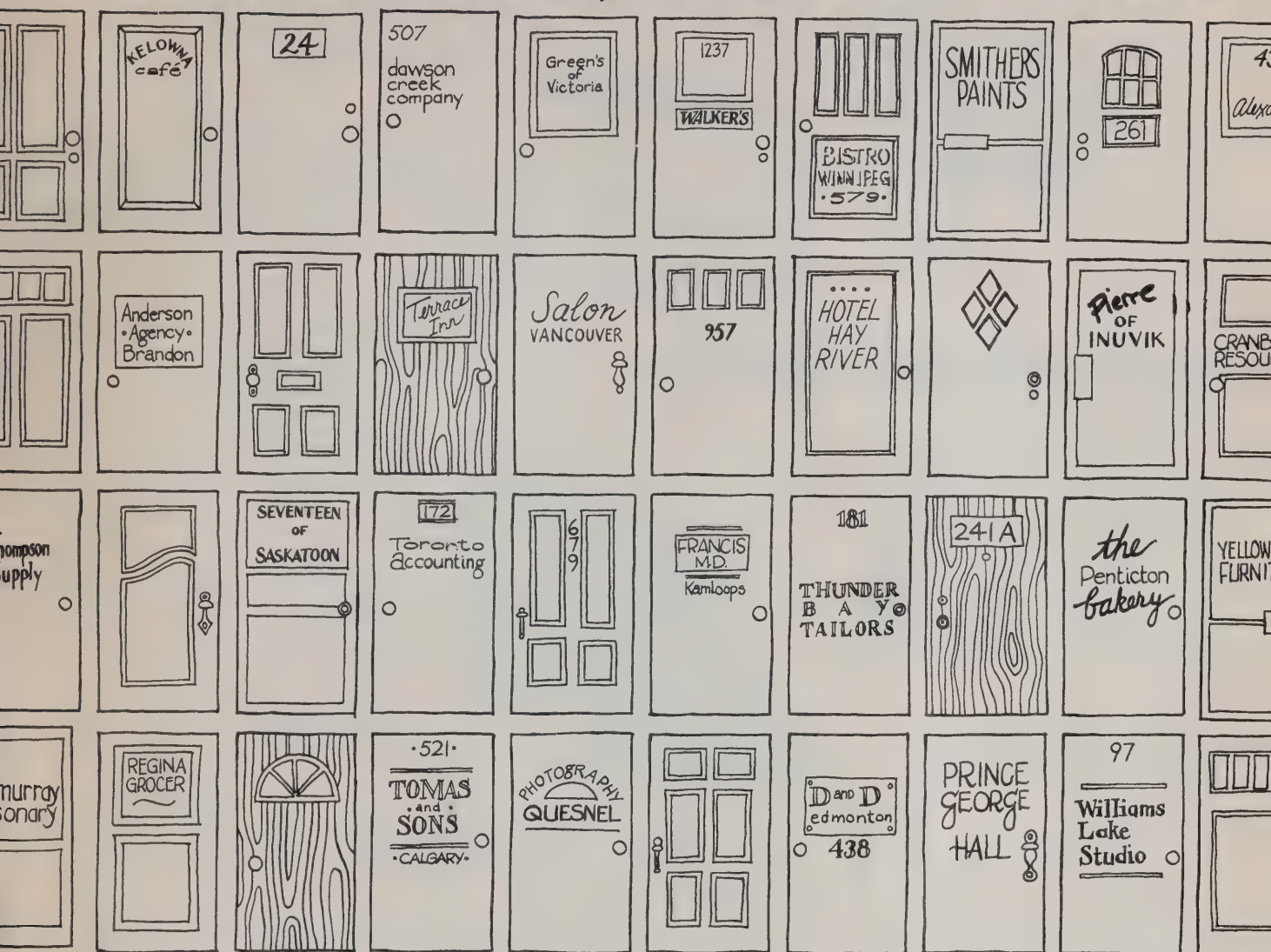
A wine funnel is a necessity for those who drink wines which must be decanted. A simple glass or plastic model which will allow the use of a standard paper coffee filter is the cheapest and easiest to use.

Silver funnels — usually replicas of antique models — are also widely available. Some of these have either a heavy or a fine screen built into them. Unfortunately whether silver or pewter, these funnels require periodic cleaning. The glass or plastic models can just be rinsed under the tap. The least expensive metal funnel is about \$50. The glass ones designed for wine are usually in the \$10 to \$15 range. Crystal runs \$25 or more.

Decanters can become collector's items whether they are antique models or modern designs. One French decanter which has recently come on the market costs about \$300 and is probably worth the money. It is full lead crystal with pewter embellishments. It looks something like a streamline duck and has a thumb operated lid which is traditional for claret jugs. A popular claret jug, one that is tall and thin with a geometric design embossed in the glass, is available in department stores for about \$20. □



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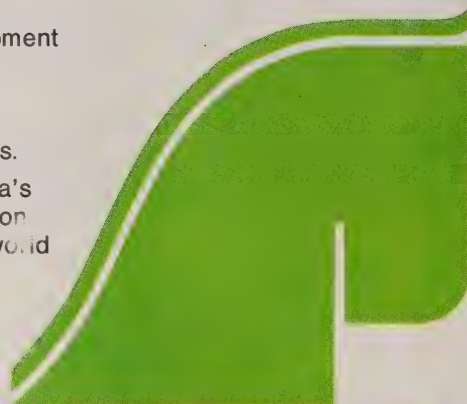
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## YELLOWKNIFE

### Factor's Club

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# Restaurant Guide

hi We'll si you at Francisco's! hi



**Hospitality Inn**  
135 Southland Drive at  
MacLeod Trail S.E.  
278-5050

hi

## CALGARY

### Francisco's Restaurante

The sights, sounds, tastes and excitement of Southern California and Old Mexico are delightfully blended in Calgary's fabulous Francisco's beautiful courtyard setting of lush tropical plants, fountains, waterfalls and streams. The unique menu will tempt your tastebuds with the finest of authentic Mexican dishes from more than 10 regions of "The Republic".

### R.J.'s The Rib Joint

Big Food... Big Fun... A feasting house where unusual excellence is the norm. Groaning trenchers of ribs, chicken and duck topped off with fabulous desserts such as the Chocolate Chip Cookie Experience. Join R.J.'s lunch bunch for the best burgers in town. Lounge hours: adjust your attitude from 11:30 a.m. daily.

### The Pied Pickle

Meetcha' at the Pickle! For great deli-style fare at very reasonable prices: stacked bagels and sandwiches, the best caesar salad in town, eggs and burgers any way you like 'em, luscious latkas, knuckers to knock your socks off and scrumptious desserts. Lively lounges open from 11 a.m. to past midnight.

### The Icarus Room


When you land at Calgary International Airport, you're at one of the best restaurants in the city. The Chateau Airport, directly across from the air terminal, offers one of the finest dining experiences in Calgary at The Icarus Room — featuring an extensive selection of wines and gourmet fare.

Think Big



**R.J.'s**  
**THE RIB JOINT**  
**BIG FOOD. BIG FUN.**  
(small price)

1207 - 1st St. S.W. 234-9011 7600 Macleod Tr. S. 255-3830



**Meetcha' at the Pickle**  
the **Pied Pickle**

1935 - 37th Street S.W. 242-7474  
1109 - 17th Avenue S.W. 245-8888

522 - 6th Avenue S.W. 234-0050  
3516 - 8th Avenue N.E. (In the Franklin Mall) 273-1253

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## YOUR CHOICE

**Avanti**  
Pasta Ristorante

10245-104st. Edmonton 420-0482

**bones**  
the place for ribs

10201-104th street  
edmonton, alberta  
phone 421-4747

RESTAURANT GROUP

## EDMONTON

### YOUR CHOICE RESTAURANT GROUP

The Unique Part is the Choice...  
Quality is the Similarity.

#### Avanti

The latest in pasta and restaurant decor. A pasta ristorante, it offers a delicious selection of sauces and choice of various pasta. For a casual but elegant, chic but sassy good time, think Avanti.

#### Bones

The place for the best hickory smoked barbequed ribs and chicken. The famous log of onion rings, unique shoe string french fries, and zucchini sticks are just starters. It is a fun, relaxing, come as you are place. Enjoy a frosty mug of draft beer and end your meal with the 'out of this world' mud pie. Dine in or take it out.

#### The Creperie

Featuring crepes and many French Provincial dishes to suit all appetites and tastes. The Early Dinner specials and the late night menu items are ideal for the busy traveller. Small, intimate and very European, The Creperie, Edmonton's favourite restaurant.

#### Walden's

Walden's is an oasis of greenery and skylights with multi-level seating making it ideal for the business lunch or dinner, or for a relaxing, intimate evening. The menu features a delightful variety of Continental cuisine plus fresh fish daily. Recipient of the Travel/Holiday Award, Walden's offers you Edmonton's finest dining experience.

## YOUR CHOICE



**The Creperie**  
Country French Cooking  
10220 - 103 St. 420-6656



**Walden's**  
**Fine Dining**  
10245 - 104 St. Edmonton  
Reservations (403) 420-6363

RESTAURANT GROUP



# Restaurant Guide

## FRESH 'N' FUN.

Steak, seafood, chicken and veggies grilled at your table by deft chefs. Fantastic! Ottawa: 236-9519. Edmonton: 422-6083. Calgary: 262-2738 & 255-1212. Victoria: 382-5165

Hearty fun, hearty food.

**JAPANESE VILLAGE**  
TEPPAN GRILL COOKERY

"Try New Sushi Dining Room"

## EDMONTON

### The Carvery

The Westin Hotel Carvery is a prestige dining room with an elegant country atmosphere. It's reputation for superb international cuisine, including their famous rack of lamb, won them the prestigious 1983 and 1984 Travel/Holiday Award. The mellow sounds of a harp provide an added touch of warmth. Let the Carvery pamper you and a memorable experience will be yours.

### Japanese Village

When your chef comes in, the show goes on, right at your table. Deftly, he juggles his big wooden salt and pepper shakers. Then he cooks your seafood, steak and vegetables with dazzling flair. We also have sushi dining rooms in Edmonton, Calgary and Victoria.

## SASKATOON

### Villy's

Superb continental cuisine in the dining room or a relaxing beverage in the One-up lounge from atop Saskatoon's tallest building is a must while visiting the city. Open for lunches with all major credit cards accepted.

## WINNIPEG

### Finger's

The perfect place for family, friends and good food — featuring mouth-watering ribs plus a selection of all-time favorite "finger foods" including burgers, chicken, delicious sandwiches, and the famous "onion loaf". Open seven days a week. Adjacent to the Winnipeg Arena. Major credit cards.

### The Factor's Table

The true measure of any great hotel is its fine dining room. At the Factor's Table, delightful continental cuisine makes every meal an experience worth remembering. Dinner, with everything from Oysters Rockefeller to Manitoba Bison, is enjoyed Mon.-Sat. And a truly impressive lunch can be had Mon.-Fri.

## TORONTO

### Barberian's

For 25 years Barberian's Steak House has served delicious steaks and seafood in the warm, welcoming atmosphere of early Canadiana. Lunch from noon to 2:30 p.m. Mon.-Fri. Dinner seven days a week 5 p.m. to 1 a.m. Reservations recommended. Major credit cards accepted.

### Telfer's

Directly across from Roy Thomson Hall and steps from the Royal Alexandra Theatre, Telfer's offers an International menu combining a unique blend of French and Italian cuisine with outstanding Canadian specialties. Open for lunch five days a week; dinner Mon.-Sat. Reservations. Major credit cards.

## The Carvery

**Be it business, personal or a special occasion...**

...the finest lunches, dinners and Sunday brunches are enjoyed in the Carvery Dining Room. To reserve your table, call 426-3636.



**THE WESTIN HOTEL**  
EDMONTON

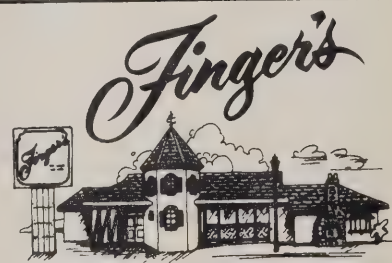
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## The Factor's Table

Delightful continental cuisine.

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(204) 942-8251 1-800-665-3328



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**Telfer's**  
Restaurant

212 King Street West (Reservations 977-4447)  
(Across from Roy Thomson Hall)









AIRCRAFT STATISTICS B737	Length (ft.)	93	Fuel Capacity	
	Wingspan	100	(gal.)	5160
	Tail Height	37	Cruise Speed	
	Max. Take-off		(mph/km per hr.)	480/772
	Weight (lbs.)	128,000	Cruise Altitude	
	Passengers	122	(max.-ft.)	37,000







FROM	TO	FLIGHT TIME (In Hrs. & Min.)	MILEAGE	FROM	TO	FLIGHT TIME (In Hrs. & Min.)	MILEAGE
VANCOUVER	RENO	1:30	689	WINNIPEG	PHOENIX	3:00	1,232
	LAS VEGAS	2:10	991		MAZATLAN	4:15	1,886
	PUERTO VALLARTA	4:25	2,202		LAS VEGAS	3:05	1,309
	MAZATLAN	4:25	2,114		PUERTO PLATA	5:45	2,543
	IXTAPA	5:25	2,602		ZIHUATANEJO (IXTAPA)	5:40	2,243
	LA PAZ	3:55	1,914		MANZANILLO	5:40	2,161
	LONG BEACH	2:30	1,096		ORLANDO	3:35	1,073
	TORONTO	4:10	2,077		ST. PETERSBURGH	3:30	1,701
	CALGARY	1:05	426		ACAPULCO	5:00	2,294
	VICTORIA	1:10	39		MAZATLAN	4:30	1,911
CALGARY	PHOENIX	2:50	1,229	TORONTO	PUERTO VALLARTA	4:30	2,066
	PALM SPRINGS	2:45	1,114		FREPORT	4:00	1,889
	SAN FRANCISCO	2:05	799		ORLANDO	2:30	1,057
	LOS ANGELES	2:40	1,080		HALIFAX	1:55	799
	EDMONTON	1:25	154		HOLGUIN	3:55	1,590
	CAMAGUEY	6:15	2,821		MAZATLAN	5:40	2,072
	RENO	2:00	849		SANTIAGO (CUBA)	3:55	1,651
	LAS VEGAS	2:25	1,040		FORT LAUDERDALE	2:55	1,217
	SAN DIEGO	3:00	1,279		PANAMA CITY (Panama)	5:55	2,389
	PUERTO VALLARTA	4:30	2,154		ST. PETERSBURG	2:40	1,102
EDMONTON	MAZATLAN	4:00	1,975	MONTREAL	DAYTONA BEACH	2:25	1,004
	ACAPULCO	5:40	2,500		FORT MYERS	2:50	1,187
	IXTAPA	5:30	2,554		ST. PETERSBURG	2:40	1,102
	MONTEGO BAY	6:40	2,988		HARLINGEN	3:55	1,571
	IDAHO FALLS	1:25	533		WEST END	2:50	1,174
	MEMPHIS	3:25	1,629		COZUMEL	4:05	1,654
	TORONTO	3:35	1,669		CANCUN	4:05	1,618
	PHOENIX	2:55	1,225		IXTAPA	4:25	1,990
	PALM SPRINGS	3:05	1,200		ST. KITTS	5:40	2,071
	KALISPEL	1:45	194		PUERTO PLATA	4:00	1,734
CALGARY	TORONTO	3:40	1,670	HALIFAX	ATLANTIC CITY	1:10	392
	MAZATLAN	4:30	2,129		FORT LAUDERDALE	3:20	1,386
	VANCOUVER	1:10	503		LONDON, ONT. ORLANDO	2:25	1,008
	PALM SPRINGS	3:30	1,354		TORONTO	1:55	

**Pacific  
Western**  
CHARTER ROUTES



### Adventures for the adventuresome

"The trips will be costly but absolutely unique," states the 1985 *Ecosummer Canada Expeditions* information sheet. The "trips" destination is Antarctica and "unique" because they're scheduled "to coincide with Pat Morrow's efforts to become the first person to scale the highest peak on each continent" — the Mt. Vinson climb will complete his quest.

While paying adventurers won't be joining Morrow — the second Canadian on top of Mt. Everest during the 1982 Canadian expedition — in his attempt to reach Antarctica's highest peak, they will accompany him aboard the special air support flights taking Morrow on his second attempt to scale Mt. Vinson.

Earlier this year 13 Ecosummer travellers joined Morrow, Sir Edmund Hillary and Neil Armstrong aboard Pacific Western Airlines to Resolute Bay on the beginning leg of another expedition — a flight to the geographic North Pole.

Sir Edmund made his famous Everest ascent in 1953, and achieved world wide recognition again in 1958 with the snowcat crossing of the Antarctic Ice Cap. Neil Armstrong was "curious to see what the north pole looked like based on his view of it from the moon in 1969," says Morrow.

For 77-year-old Californian Rex Wakefield the northern expedition was a once-in-a-lifetime opportunity to stand at the geographic north pole and to travel with famous adventurers. For Morrow it was an opportunity to test

made-in-Canada clothing and equipment in severe Arctic conditions, to raise public awareness of climbing in general and to help generate support for the Antarctic expedition.

As the group left the Pacific Western 737 in Resolute Bay in the Northwest Territories they were bundled into down-filled coats and insulated boots.

At 9:01 p.m. on April 6, "76 years to the day, when Robert Peary had arrived at this same destination, we touched down at the geographic north pole.

"Our barber-striped pole," Morrow continues, "was planted in the nearest snow drift and we extracted only two cups of champagne from the bottle before it was frozen clear to the bottom." It was minus 49 degrees Celcius.

While trip organizer Mike Dunn escorted his clients to Grise Fiord — an Inuit community on south Ellesmere Island where they would build and sleep in their own igloo — Sir Edmond and Armstrong accompanied Morrow and fellow Mt. Vinson climbers Martyn Williams, Stephen Fossett, Tom Turner, and Sir Edmund's son Peter Hillary, to Tanquary Fiord where they would test themselves and their gear "in atrociously cold conditions."

"Antarctica," Morrow says, "will be only minus 25 to 30 degrees Celcius. Warm by comparison!"

We invite you, our passenger, to let us know what pleases or displeases you. This feedback is important to us. You may direct your comments to:  
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Consumer Relations  
#2800, 700 - 2nd Street, S.W.  
Calgary, Alberta T2P 2W2



### BILL LITTLE . . .

"If you can sail in the North Sea you can sail anywhere," says Bill Little, who developed his love for sailing in that cold and wild sea. Bill grew up in Kent, England and studied photographic technology at the Guildford School of Technology. From there he joined the International Division of Kodak and spent 10 years in central and southern Africa before being transferred to Canada.

Bill joined Pacific Western Airlines in 1981 as Supervisor of Micrographics, and was subsequently promoted to his present position as Supervisor of Administrative Services for the Western Region. The family settled in Richmond, close to Bill's job and close to the water.

Sailing isn't his only hobby. For the past 15 years Bill has been making beer. "English type, heavy beer," he says, "Not strong in alcohol, but full of good, wholesome malt."

He will probably pack a little of that aboard the *Arlberg 37* when the family heads out this summer for a three week sailing holiday around Desolation Sound, on the Sunshine Coast.



# EXECUTIVE TRAVEL FILE

From the Editors of Agent West, Canada's weekly travel and tourism magazine.

**B.C. BITS: B.C. Ferries** is celebrating its 25th anniversary this year and a special gallery has been opened in Victoria's Maritime Museum to mark the occasion. Open daily 10 a.m. to 6 p.m. throughout the summer, the display records the history of B.C. Ferries and the engineering advances made since the vessels first sailed B.C. waters in June 1960. The company had two ships, two terminals and 225 employees then. Now, there are 25 ships and 2000 employees operating routes between the mainland and Vancouver Island, the Sunshine Coast, Gulf Islands, Inside Passage and the Queen Charlotte Islands . . . The Canadian Federation of **Chefs de Cuisine** has approved plans for a world culinary arts festival in Vancouver during July 1987. The festival — which will include a hot and cold food competition, ice carving and possibly vegetable carving competitions — will likely be held in the \$175-million trade and convention centre under construction at B.C. Place on Burrard Inlet . . . Speaking of the **convention centre**, The Greater Vancouver Convention & Visitors Bureau has announced that it will assume a stronger sales role — specifically, the bureau will assist directly with the sale of conventions into the centre.

**ALBERTA BOUND:** September has been set for the grand opening of Phase III of the **West Edmonton Mall & Fantasyland**. The third phase of the ongoing project will double the size of the existing mall. Installations include a 10-acre water park with four submarines for viewing the tropical marine life; a Space Odyssey section with simulated space flight; themed shopping and dining area; a 12-storey rollercoaster; and a 360-room hotel . . . **Banff's** Sunshine Village and Parks Canada have combined their efforts to create an Alpine Interpretive Centre high above the town for those who want some guidance in the great outdoors. Located in the Old Lodge at Sunshine, the centre provides natural and human histories of the area and Sunshine Village itself — now entering its second half-century. Other features include an audiovisual presentation by local naturalist and author Robert Sandford, and a staff of interpreters who guide and escort

walks of the surrounding alpine plateau . . . **Rodeos** continue to be held throughout Alberta this month with the National Rodeo Finals capping the season in November at the Edmonton Northlands complex. Here's a sampling: North Peace Stampede, Grimshaw, Aug. 2 to 4; Strathmore Rodeo, Strathmore, Aug. 3 to 5; Labour Day Rodeo, Hobbema, Aug. 31 to Sept. 2; Last Chance Rodeo, Morley, Sept. 27 to 29; Kinsmen Rodeo; Lacombe, Sept. 28 to 29; and the Canadian Finals, Nov. 13 to 17 (call 403-230-3407 for details.)

**MANITOBA HERITAGE:** Manitoba has two of its most important cultural fairs happening this month. The **Ukrainian Festival** is held in Dauphin Aug 1 to 4 — complete with dancing, costumes, food, artifacts, amateur talent shows, traditional wedding ceremonies and breadmaking. **Folklorama**, one of North America's largest multicultural fairs, features 40 pavilions scattered throughout the city from Aug. 11 to 17 . . . At Winnipeg's **Manitoba Museum** of Man and Nature, an extra wing has been built to house the Nonsuch — a full-size replica of the first Hudson Bay Company ship to transport furs to England. The 53-foot replica is "anchored" in a three-dimensional setting which includes a 17th century Thames River wharf, the ship's outfitter's shop and the Boar's Head Pub.

**HOTELS, RESORTS:** The 190-unit, 300-acre **Lake Okanagan Resort**, near Kelowna, B.C. has spent \$2 million to rebuild a three-storey clubhouse destroyed by fire last September. The new clubhouse should be open for business early this month. Still open are: the par-three, nine-hole golf course; eight tennis courts (with a resident pro); horseback-riding trails and corral; three outdoor pools; and marine facilities for sailing, boat rentals and windsurfing. The resort's 190 units are self-contained, predominantly one-bedroom condominiums and chalets . . . Former Canadian Olympic ski champion Nancy Greene and her husband Al Raine have begun construction on their new 90-room **Nancy Greene's Olympic Lodge** at Whistler, B.C. The lodge should be completed by Christmas 1985 and will offer a restaurant, lounge and boutiques . . .

Relax Inns has announced the beginning of construction on an 11-storey, 160-room hotel for downtown Winnipeg. **The Relax Plaza** will be three blocks from the Manitoba Legislative Buildings and will feature a swimming pool and therapeutic pool, two meeting rooms to accommodate 40 people each, and a licensed restaurant. The hotel is expected to open May 1, 1986 . . .

**CANADA CAPSULES:** Ramada Inns of Canada has announced that it has taken over the management of The Denman Hotel in Vancouver's West End and will convert it by mid-November 1985 to **The Ramada Renaissance Hotel Vancouver**. Ramada plans to spend \$2.5 million for upgrading over the next several months with the new hotel sporting 104 single rooms, 78 junior suites and 100 one-bedroom suites. The hotel is owned by Western Pacific Hotels Ltd . . . Whistler, B.C. will host the **World Cup** men's downhill and giant slalom events next March 15 to 16. The women's downhill, giant slalom and combined event will be held at Sunshine Village near Banff, Alberta from March 8 to 9, while Bromont, Quebec, near Montreal, will be the site for the slalom and parallel slalom races March 22 to 23 . . . **Langara Fishing Lodge**, a newly-formed Vancouver firm, has sunk \$200,000 into a 61-year-old former stern-wheeler and transformed the 34-meter vessel into a luxury sport-fishing camp. With the refurbishment, the vessel contains 14 wood-paneled and furnished staterooms — each with a polished mahogany bunk, a luxurious lounge with wrap-around view windows and an oval fireplace.

**WORLD SCENE:** Holland America Westours of Seattle has purchased the 26-coach fleet of Seattle Gray Line with an eye on Expo 86. This purchase gives the company more than 60 units in Seattle to serve its cruise and tour market through Vancouver . . . **Flamingo Hilton**, the third largest hotel in Las Vegas, is currently undergoing an 800-room expansion. The new tower will be completed in late 1986 or early 1987 and could elevate the property to second-largest-in-the-world status with 2920 rooms. □



# WINDSOR CANADIAN

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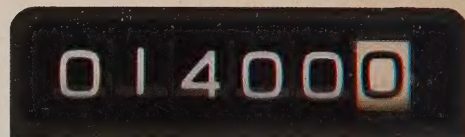
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